

OPINION OF YOUTH IN HARYANA ABOUT OTT PLATFORMS

(A Study of Central Haryana)

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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.*

INTRODUCTION

OTT platform is a term coined for the modern content creator or "streamer". It has become one of the most essential tools in the digital landscape for several reasons. "Streaming" is a form of live video sharing in which content creators share their videos with a selection of fans in real time. The term was used to describe pre-recorded content such as movies and television programs produced on-demand by customers. Often the term is also used for material distributed over the Internet. Over the top i.e. OTT platform refers to such services. Which are used by the consumer through the Internet? OTT television is commonly referred to as Over the Top

television, Internet television, or streaming television. One such platform does Farahm. Through which you can watch episodes and serials etc. of your favourite web series while sitting at home. The term OTT is generally used in relation to video on demand platforms. Content related to audio-videos or other digital media is available on it. OTTs are a type of apps that can be easily accessed through Google Play store. To use them, the consumer has to subscribe to them. All a user needs is a subscription to the service and an Internet connection in order to access a content stream. OTT streaming is useful because it bypasses the traditional gatekeepers of cable, broadcast and satellite connectivity. It's essentially a more streamlined approach to delivering video to a set of customers anytime, anywhere. There are three types of services on the OTT platform. Transactional Video on Demand (TVOD) service allows customers to watch a favourite television show or movie only once. So through this they can watch it on rent or even buy it. Second Advertising Video on Demand (AVOD) advertisements is present in this type of service. In this, customers can watch the content for free. But along with watching the content, one has to watch advertisements from time to time. MXPlayer, Sony Liv, Alt Balaji, Disney+ Hotstar etc. are popular OTT platforms providing video content with advertisements. Third Subscription Video on Demand (SVOD) If customers prefer to watch video streaming content, then subscription has to be taken for this. They have to pay something for NetFlix/Amazon subscription.

Types of OTT Platforms: - OTT platform is the tool that OTT content creators use to manage the flow of content to the customers. An OTT service essentially refers to the streaming providers that you may be familiar with in today's entertainment world, such as Amazon Prime Video, or HBO Max. An OTT platform is the technology used by modern companies and producers to distribute content across various services, accept payments from customers around the world, and set up recurring subscriptions.

Arrival of OTT platform in India:-

The last few years have seen significant progress in the development of OTT platforms in India. The web series 'The Viral Fever' was one of the few early OTT series in India which was produced by TVF Pictures. It is also known as (TVF). This is a video On-demand subscription service. It is the first platform to deliver original content in India. Permanent Rheumatoid was the most popular web series of TVF.

- 1. Big Flix:** - It was launched in 2008 by Reliance Entertainment. It is India's first movie-on-demand service. It allows the consumers to stream and download movies at any point of time. BigFlix bills itself as a 'personal blockbuster' for consumers. It offers a wide range of Indian entertainment, movies, movie trailers and reviews. Various genres such as Action, Comedy, Drama, Romance, etc. are available on it. It provides its services in several languages like Hindi, Telugu, Tamil and Bengali. is
- 2. Nex GTV:-** In 2010, Digivive launched the first OTT mobile app that provides access to both Live TV and On-Demand content. nexGTV is the first app to live stream Indian Premier League matches on smartphones.e most watched web series in the world.
- 3. ditto TV:-** Launched in 2012 by Zee Entertainment Enterprises Limited (ZEE). It was the most popular over-the-top TV set in India which used to provide video streaming services to the consumers on their mobile, tablet, laptop and desktop. It was closed after some time. On

15 February 2018, ZEE5 was launched as a subscription video-on-demand and over-the-top streaming service. It provides its service in 12 languages of India.

4. **Sony LIV:-** Sony LIV was launched in 2013 by Sony Pictures India Pvt Ltd. It allows you to watch all the programs of Sony TV.
5. **JioCinema:-** It is an Indian premium video-on-demand and over-the-top streaming service operated by Jio, a subsidiary of Reliance Industries. It was launched on 5 September 2016. It provides services like movies, TV programs, wave series, music, videos.
6. **NetFlix:-** Netflix was founded in 1997 in California by Mark Rudolph and Reed Hastings. In 2007, it launched its streaming service. It was launched in India in 2016. The first web series to air on it was Sacred Games which was nominated for the International EMMI Awards.
7. **ALTBalaji:-** Alt Balaji is a video on demand platform which was started in 2017 by Balaji Telefilms Limited.
8. **VOOT :-** is an Indian subscription video-on-demand and over-the-top video streaming service launched by viacom on 18 March 2016. It is an advertising based platform of viacom 18. Voot is only available in India, the United States and the United Kingdom. It hosts over 40,000 hours of video content which includes channels like MTV, Nicklodean and colors. It provides services in languages such as Kannada, Marathi, Bengali, Gujarati, Oriya, Malayalam, Telugu and Tamil.
9. **Amazon Prime Video:** - Amazon Prime Video was launched in the US on September 7, 2006 by the Amazon Company. It was launched in India in July, 2016. It deals in film production, film distribution, television production and television distribution. It is available in Kannada, Marathi, Bengali, Gujarati, Oriya, Malayalam, Telugu and Tamil.
10. **MX PLAYER:** - It started as Video Player in 2011 and as OTT it started in 2019. It is an Indian video on demand and video streaming platform. It works on ad supported model. It works in 12 languages like English, Malayalam, Tamil, Telugu, Marathi and Hindi.
11. **Disney +Hotstar:** - Disney Hotstar is an Indian video-on-demand and over-the-top streaming service. It was launched on 11 February 2015 by Disney Star's Novi Digital Entertainment. It was also launched in India in 2020 following the acquisition of Star India's parent company Century Fox by Disney in 2019. It is available in English, Malayalam, Tamil, Telugu, Marathi and Hindi.
12. **Ullu App:** It is an Indian video-on-demand and over-the-top streaming service. It was launched on 25 September 2018. This OTT is more known for its erotic and pornographic web series.

Apart from these, there are many OTT platforms in India which provide services to show different types of web series and other types of programs to the viewers. These include SunNXT, Eros Now, Shemaroo, Viu, AirtelXstream, Hoichoi, Mubi, Adda Times, YuppTv etc.

Popularity of OTT Platform:-

OTT platform means over-the-top. It is more popular among the youth because of the variety of movie content it provides to the people. Gone are the days when people depended on television to watch their favourite serials or had to go to the cinema halls to watch their favourite movies. Now apart from films and TV programmes, entertainment material is also available for the audience. This includes online gaming and web series. A web series consists of many episodes.

The popularity of OTT platforms in India was at its peak during the Covid-19 era as people were cut off from the outside world. People started feeling bored by watching old broadcasts on TV channels. In such a situation, taking advantage of the Covid-19 situation, many OTT operators gained popularity by activating OTT and broadcasting video content on it, giving the feel of cinema to the people sitting at home. The emergence of OTT as an entertainment platform during the pandemic was no less than a panacea for the people where they can easily watch innumerable content of their choice from home and abroad. The special reason for connecting the audience with OTT is that all these OTT platforms have made their reach to the villages and towns by providing quality content and affordable content on them, and another biggest reason for popularity is adult web series streaming on OTT. It shows movies based on erotic content. Outside world for a long time. Cinema halls were closed. People stopped leaving the house. OTT companies believe that OTT is an entertainment medium to be seen in private. In such a situation, adult web series are being served. It can be watched and enjoyed by everyone sitting alone on their mobile or tablet. That's why there is a flood of erotic content on OTT. Platforms like Alt Balaji and Ullu faced heavy criticism for their adult and erotic content as they displayed adult content to increase viewership during the Covid-19 era.

Apart from TV, the number of people watching videos on mobile is continuously increasing. According to an article published on the [businessstandard.com](https://www.businessstandard.com) website, the pandemic COVID-19 was responsible for the increase in OTT viewership in India. OTTs are mainly popular among the population aged 15-35. According to the report of Mudra Institute of Communication Ahmedabad (MICA) Centre for Media Entertainment Study, currently the number of OTT platform users is 350 million. It is estimated that by the year 2023, an increase of 500 million users can be seen on this platform. Ascent Group India survey report reveals that around 65 Percentage of OTT content consumed is from rural areas of India. Data shows that regional languages are also more popular platforms for content on OTT platforms. It also highlights how OTTs are not limited to adults only but are popular among children as well as the older population and this popularity is because OTTs create content keeping in mind the age group. According to a survey by Mo-Magic company in 2021, it was found that at present 55 percent of the people of India are using OTT and 44 percent are still using DTH. Regarding this, a survey of about 7,500 people was conducted across India, in which it was revealed that Hotstar is most liked in India in OTT. About 41 percent people use Hotstar to watch OTT entertainment is not limited to adults only but it is also making a place in the lives of children by telecasting educational programmes. Informative and free education content on these apps is providing entertainment and education facilities. According to the Statista report, the total revenue from subscriptions on the OTT platform has reached Rs. 54 billion. It is estimated that by the year 2024, this earning will be Rs. 102 billion. If we talk about international brands, then Netflix and Amazon Prime Video occupy 40 percent of the market, the rest is held by Indian and regional language OTT platforms. (Saraswat, 3 June 2021)

MX Player is India's largest OTT platform. It is believed that it has more than 200 million active users in India. The Ashram web series released on this has gained immense popularity. More than 1.3 crores viewers have seen this web series. TVF Play is an OTT platform as well as a YouTube channel. Currently it has more than one crores subscribers on YouTube. It has more than 15 million subscribers on its own OTT platform. It is quite popular among the Indian youth. Here you can find original entertaining content on Lifestyle, Startups, Social and Political. You can watch content on YouTube for free. It has been told in the report of the advertiser company

Reserve Bank of South Africa (RBSA). That the growth of OTT platform in India has also increased due to the content of regional languages. According to the report, by 2030, the dominance of OTT platform will become even stronger. Apart from Disney Plus Hot Star, Amazon Prime Video and Netflix in the country, now many local OTT companies are also engaged in making their place. (Yadav, 20 July 2021)

Review of Literature:

Dr.Subhash (2021) in his study **Impact of OTT platform on youth** wrote that the content and language of over the top OTT is posing a serious threat to our culture and moral values. In the article, the author has mentioned some such crimes which have been committed by the criminals after watching Beveries'. One case is the incident of Ballabgarh in Haryana in which a B.Com third year student was returning home after giving her exams. Suddenly the accused shot him. The accused was in one-sided love with the girl. In police custody, he confessed that he got the inspiration to carry out this incident after seeing the character of Mirzapur, Munnabhai. In Mirzapur, Munna shoots and kills the girl whom Munna was in love with unrequitedly. In this, the author has studied some of the cases of criminals who committed crimes after being influenced by the web series. Avashya et al (2021) in their research on OTT Viewership and Pandemic found that the New Trends of Online Video Content and Cinema Hall Footfalls Plugging and OTT in India. The main objective was to study this point what is the future. New trends in viewing online video content emerged during the pandemic in India. Meanwhile, the Indian audience completely went under the shelter of OTT. The ever-increasing viewership on OTT video streaming services and the inclination of big stars towards the platform justifies it. Today the time we spend looking at our mobile screen has increased a lot. As cinema halls were closed during the pandemic and film releases were suspended across the country. The entertainment had come to an end. Internet technology provided a new medium of entertainment for the audience through OTT. This change has created a new type of viewing experience for the viewers. The cinema hall has changed the experience of watching movies collectively. As a result of which whenever cinema halls open there is a dent in the footfall. Cinema hall owners are most afraid of this change in the viewing experience created by OTT. This paper tries to analyse the impact of these new trends to assess the future of mass movie watching experience in India, especially the increase in viewership on OTT video streaming platforms in the lockdown. It frames the attitudes of Indian people towards cinema halls by assessing various vantage points that mark the change in viewing experience. Due to this, the number of viewers going to the cinema hall to watch the film decreased. There has also been a sharp decline in the culture of watching movies collectively because now everyone has their personal cinema hall in their hands. The nature of the research is quantitative. The data was collected by the researcher with the help of Google Form. The research was done in the context of Bhopal, Madhya Pradesh. Those defendants were selected from here that go and watch 2-3 movies in a month. Also, they should know about the OTT platform. Research findings found that due to the variety of content on OTT, a large number of viewers have trended towards OTT.

Saha et al (2021) did a study on **Consumption Pattern of OTT Platform in India**. The objective of the research was to find out the most used OTT platforms in daily life and the estimated time a consumer spends on an OTT in a day. Also to find out the reason which has shifted the audience from traditional TV to OTT platform and which is the most watched genre on OTT which is loved by more viewers. Mainly we can say that the objective of the present research was to study the consumption habits of OTT of a consumer. The researcher selected a sample of 120 people

using convenience sampling method under non-probability sampling method. The researcher conducted the survey with the help of online medium Google Form. The research concluded that YouTube, Netflix are the most watched OTT platforms in India. After that Amazon prime and other OTT are major platforms in Indian market. Most of the people use OTT in their daily life for 41-90 minutes. Viewers prefer to watch web series, original content instead of watching news, sports and movies on OTT platform. The reason behind the increase in the number of OTT platforms in India is the hand of technologies like internet and smartphones.

V. Sri Varshini (2022) in his research **An Exploratory Study on The Rise of Selective Video OTT Platforms in Chennai during Covid -19 Pandemic** reports that the present report explores the reasons behind the use and choice of OTT platforms by consumers. What is the attitude of the consumers towards OTT? What role does OTT play in climate change? The aim of this project has been to make people aware about it. Content is created on OTT keeping every category in mind. The impact of OTT content on the mental and physical health of children aged 11 to 17 years has been studied. Various points have been covered in the report. For the study, the researchers selected a sample of 320 OTT viewers from Chennai and collected their responses. The age of those involved in the research has been 18 to 24 years. The researcher selected the convenience sampling method. The research came to the conclusion that 62 percent of the respondents believe that there has been more growth in OTT platforms during Covid-19. 32 percent of the respondents who use OTT have agreed that content is easily available to them on OTT, so they use OTT more. Many of the respondents admitted that they started using OTT only after being influenced by their friends, neighbours and family members. To save children from OTT addiction, parents should spend more time with children. So that children can be more physically active. Energy-consuming resources like TV, laptop, mobile etc. should be kept closed when not in use so that they do not emit much carbon dioxide. This will help a lot in preventing climate change. Apart from OTT, consumers should also use other means of entertainment. Parents should know how to choose the OTT platform so that only the right content can be shown to the children. OTT operators and media groups will have to take responsibility for this. The material should be such that it does not leave any wrong impression on the mind of the children. Censorship of content has to be taken seriously. Some major suggestions have also been given by the researcher in the report.

Dr.Swati et al (2022) in their study on **A study on User Perspective on OTT platform in India.** The objective of this study was to know what are the qualities and features of OTT streaming services that attract viewers to their and attracts. How price sensitivity of OTT platform influences consumers to subscribe to OTT? These main points have been examined. In research, OTT's easy access to consumers, variety of content, international content, price sensitivity are the many reasons which are responsible for influencing the consumers. The following points have been analysed in the research. Research supports primary data. The researcher has used survey method. Data has been collected from 200 respondents by sending questionnaire on social media medium like email, WhatsApp, LinkedIn etc. with the help of online form. As an independent variable, the researcher included OTT's easy access to consumers, variety of content, international content, price sensitivity, as independent variables. What kinds of changes have taken place in consumer program viewing habits? This has also been investigated in research. Correlation and ANOVA tests have been applied to see the mutual relations of the variables. Different results have come out from the research, which is as follows; there are different types of programs on OTT as compared to television. Consumers use OTT as per their

convenience. It is much cheaper than cable, which provides packages to the consumers according to their pocket. It provides users with the option of subscribing for weeks and years. Socially they feel proud to use OTT and he finds himself in a better position among his friends. Most consumers use mobile to watch OTT content because they find it more convenient than TV. The objective of the study is to analyse the impact of various characteristics such as growth of OTT platforms in India, OTT user friendly nature, variety of content, international content, easy access, high level of OTT usage by consumers and what is its impact. The primary data has been collected by survey method in the study. The survey was done online. The link was dispatched to the respondents through WhatsApp, email and social media like LinkedIn. The researcher took the sample size of 200 respondents for the survey. Higher usage of OTT platform was chosen as the independent variable. High usage of OTT platform was chosen as the independent variable. Cost, easy availability of content, variety of content, international content, user friendly nature, price sensitive TV and OTT usage on mobile were studied as independent variables. The study focused on easy access to content, content diversity. Statistical tests such as ANOVA and correlation are used to find out the relationship between the uses of OTT on mobile as compared to television. Chi square test is applied to find out the relationship between demographic variables and OTT platforms. The research came to the conclusion that the user friendly nature of OTT and variety of content is one of the important factors compelling the users to use OTT platform. OTT price sensitivity matters a lot to individuals. Because of this, they are forced to subscribe to OTT. Users using the platform have recognized that the cost of the platform also affects its users. Cost sensitivity encourages users to use the platform. It has become possible to watch any program through mobile phone at any time according to your choice, time, place, duration Easy access to content brings the OTT platform closer to the leisurely lifestyle. , In conclusion, it is easier and more convenient to use the platform on a mobile phone than on a TV. The research study also concludes that the demand for Netflix is comparatively higher than other OTT platforms.

Hemlata et al (2022) presented ‘A study of customer satisfaction on OTT platforms during Covid-19’. In research presented the growth of OTT platforms during Kovid-19 and how they have affected the traditional resources of media. At the same time, it focuses on the use and satisfaction of the consumers. It came out in the results of the research that people have agreed that the existence of OTT has caused a lot of damage to the traditional media resources. OTT users are attracted to use OTT by virtues such as connectivity, cost, user convenience and variety of content. The research results found that the greater trend of consumers towards OTT is due to the unavailability of cinema halls during the COVID-19 pandemic. The researcher has also included suggestions in his research. OTT platforms should reduce their membership fee so that people of every category can subscribe to them. The Indian government should pay attention to what kind of programs need to be streamed in our country. For this they should set some limit. There is a need to form some body to curb them. **Singh, Randeep et al. (2022)** in their study titled ‘**Study of Perceptions of college Going Young Adult towards Online Streaming Service**’ focused on finding out the perception of college going adults towards online video streaming services. The researchers obtained responses from college-going adults in Pune, Maharashtra, to collect their reactions to OTT platforms. The age of the respondents was between 15 to 25 years. The nature of the research was exploratory. The researchers used a structured questionnaire to collect the data. Lickert scale was used to analyse the behaviour of the users. Research results show that a majority of college-going adults use online video streaming. Three platforms you tube, Netflix, Hotstar are most preferred by adults. Students agreed that

OTT is developing as a major means of entertainment and it has become a part of daily life of students. There are many reasons behind experimenting on a daily basis, but on OTT they have complete freedom to choose the content of their choice. He can set the time and place to watch the program in his own way which is quite opposite to television. College going Genres like thriller, comedy and fiction are the most preferred by adults. Adults agreed that watching OTT content has changed their way of thinking when he was asked that when you do not spend time on OTT, then he spends his time on social media platforms.

Menon, Devdas(2022) in his study on **Purchase and Continuation Intentions of Over The Top video Steaming Platform Subscription:- A Use And Gratification Theory Perspective** found that it has changed the mind set of people . The research examines the relationship between the various uses of OTT streaming and consumer intentions behind its use in terms of satisfaction, subscription and continuity. The study identified eight elements of the use and gratification theory, convenient navigation, binge-watching, entertainment, relaxation, social interaction, companionship, visibility and information search, etc., and tried to find out the reasons for which consumers use them. A comprehensive research model was developed based on this principle and tested using Structural Equation Modelling (SEM) model on cross-sectional data of 576 OTT users of different age, gender and gender in India. The study found that most consumers use OTT for leisure and entertainment. Kumar,

Ashok et al. (2022) Online Entertainment: OTT in his research paper, OTT has been described as an important means of changing entertainment, which provides content to viewers as per their choice and convenience. The viewer uses it according to his own sweet will. It has been told that OTT is the new platform of entertainment. Obscenity, profanity and violence are seen in the dialogues of OTT content. But the audience of Indian OTT has become so mature now that in the midst of all this, it extracts the entertainment it needs. Obscenity in dialogues, double meaning of dialogues, violence no longer distracts him, he goes as far as the director or writer wants to take him. There are not as many laws made for OTT as are made for cinema and TV. How many laws will be made to determine this in the future, it is safe in the womb of the future? The censor board does not work on OTT as much as it does on TV or Hindi cinema. Overall, OTT has changed the face of Indian entertainment which seems very beautiful and attractive in the beginning. It is visible but gradually its form has only increased in the name of entertainment, only indecent language and obscenity has remained.

Dhiman et al (2022) in Psychosocial Impact of Web Series and Streaming Content: A Study on Indian Youth did study Online Platforms Like YouTube, Amazon, Netflix, SonyLiv, Hotstar, and Eros Now, and Torrent Downloads analyses the psychosocial impact of web series and online steaming content on youth viewing. The researchers also explored youth's perception of web series and online streaming content. Questionnaires were used to obtain information from the respondents. The respondents were students studying in various colleges and universities in Haryana, India. The main target audience of web series and other online streaming content is the younger generation which mainly consists of teenagers and young people in the age group of 18 to 30 years. These online video streaming platforms focus on the 'binge-watch' model. To understand this better, suppose you decide to sit and watch only one episode of a web series for a day, which hardly takes 30 minutes. You find yourself tempted to watch as many episodes as possible, even though you know you'll be wasting several hours a day on that one. In this research paper, the researcher has used quantitative method. This particular study was designed as exploratory research, where it aimed to study the various psychosocial effects of web series

and online streaming content on Indian youth. Purposive sampling of students was done. 250 responses were received from the districts of PG College Panchkula, PG College Ambala Cantt, Kurukshetra University, Guru Gram University, and Indira Gandhi University, Rewari etc. and were analysed by the researcher. A questionnaire with closed-ended questions was created on a Google Form and sent to respondents via email and WhatsApp. The study found that Netflix is the most popular online video streaming platform among respondents, followed by YouTube, Hot Star, SonyLiv, Amazon Prime, Eros and others. The respondents agreed that web series and online video content have a direct or indirect psychological impact on them. The respondents agreed that watching web series promotes anger, aggression, anxiety and depression. The content of web series displayed on online platforms grabs the attention of the youth. The content available on OTT platforms is full of violence, sex and abuse and has created a psychosocial impact on the Indian youth. They agree that they had fewer symptoms of anger, aggression, anxiety and depression in their lives. If it is uncontrollable, it will create major psychosocial issues among the youth.

Theoretical framework of Research: -

A theory a framework is a fundamental review of existing theories which serves as a roadmap for developing the arguments you use in your own work. Theories are developed by researchers to explain phenomena, make connections and make future predictions. In a theoretical state you interpret existing theories. The following theories were put into practice by the above mentioned researchers.

1. Uses and Gratification Theory:-

Uses and Gratifications theory is a view of why and how people seek a specific media to satisfy their needs. It is an audience centric approach. Which tells what the media does for the people? And what do people do with the media? It is based on questions like: The theory recognizes that the audience is not a passive consumer of media but an active consumer. In the 1940s, the use and gratification theory test first began to look for patterns in video images. They interviewed fans listening to the soap opera by Hjord in 1944. Who observed why particular type of media was chosen by the people. Uses and satisfactions theory was used to classify these reasons. It identified three types of satisfaction: emotional, desire, learning. In 1948 presented four functions of media at the national sociological level. In which the media performed the functions of monitoring, correlation, entertainment and cultural transmission for both the society and the individual. According to West and Turnall, the use and gratification theory was an extension of the need and motivation theory.

2. Cultivation Theory:-

Cultivation theory was created in the 1960s by Professor George Gerbner. It was expanded in 1976 by Gerbner and Larry Grace. In 1973, Gerbner developed a model for communication in which he included three types of adjectives. The first analysis is the institutional analysis process adjective, which looks at which institutions support and distribute the material in question. Another type of analysis is messaging system analysis. The purpose of which is to identify the content of message patterns in television and media. The third type of analysis is cultivation analysis which is defined as a longitudinal survey of public opinion on some subject. The key variables are the level of media reception, such as television viewing. Cultivation theory began as a way to test the effects of television on viewers. The major proposition of this theory is that

the more time people spend in the world of television. It is more likely that they see social reality by juxtaposing it with the reality depicted on television. Cultivation theory suggests that exposure to media affects an audience's perception of reality. It is based on three points, the organization's message and the public. The governor's research focused on heavy television consumption rather than the meaning behind the message. The Governor conducted a survey in 1968 in which three categories of audience were kept first heavy audience, light audience, moderate audience. Governor's first act looks at impact of televised violence Governor conducted a 1968 survey to demonstrate the theory that he divided viewers into 1st Hull Decades who watched less than 2 hours a day, 2nd Moderate viewers who watched two to 4 hours a day, and Heavy viewers who watched more than 4 hours of television. Spend time watching. They found that the thoughts and beliefs shown on heavy viewer television had a mixed effect. Those who spent more time watching television were more likely to experience chronic loneliness and depression than those who watched less. Viewers watching violent content about television are more likely to believe that the world is more sinister than it actually is.

3. Agenda Setting Theory:-

Agenda setting theory was developed by Dr. Maxwell and Donald Shaw in 1968 during a study on presidential elections which was deemed "The Chapel Hill Study". A correlation was found between the issues considered important by one hundred Chapel Hill residents and the issues reported by the media. During this, it was ascertained that there was the most important election issue or the issues being covered by the local media were the most important issues. Macomb and Shaw determined the extent to which the media influence the public. The theory also states that the media has a great influence on the audience. It discusses what the audience should really think and how to think. This theory was first developed by Walter Lippmann in the 1920s and by Bernard Cohen in the 1960s. The theory of agenda setting was first studied by Walter Lippmann in 1920 in his book Public Opinion, chapter one, "The World in Pictures Overhead", arguing that the content of the mass media reflects events and events. There is a close relationship between the images created in the public mind. After Walton Littman, Bernard Cohen argued in 1963 that the press does not tell people what to think but he tells his readers what to think about so that they can see the world in a different way. Agenda setting occurs through a cognitive process called accessibility. Accessibility refers to the more frequently and prominently the news media cover an issue. The higher the issue, the more likely it was remembered by the audience when respondents were asked what was the most important issue facing the country.

Research Questions:

1. How much time does the youth of Haryana spend on watch OTT content daily?
2. Has OTT platforms affected their Cine going habits?
3. What type of content do they like most?
4. Which is their favourite OTT platform?
5. Do they get allured by intimate scenes and open advocacy of intoxicants on OTT platforms?

Hypotheses:

H0: The youth of Haryana is crazy after OTT web series contents?

H1: The youth does not get allured bu intimates scenes and open advocacy of intoxicants on OTT platforms.

Research Methodology:

This research has been done in FIVE districts of Central Haryana through a Questionnaire created on Google forms. The questionnaire consisted of 13 questions.

1. Has OTT Platforms affected your Cinema going habits:

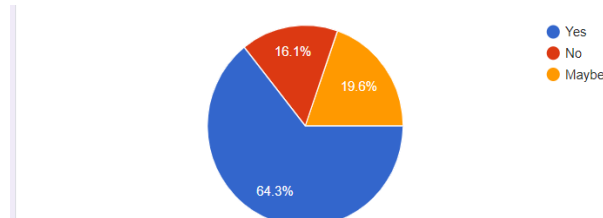
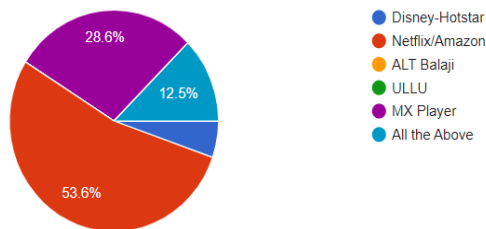


Figure:-1

Through this question an attempt was made to know from the youth whether the arrival of OTT has had any effect on their habit of watching movies or not. 64.3 percent youth have answered ‘yes’ and 16.1 percent ‘no’ and 19.6 percent OTT hardly affects their movie watching habits.

2. Which of the following OTT platforms do you like?



In this we got to see different reactions of the youth. In this, youth was asked about the OTT platform of their choice. Looking at the figure, it can be seen that 53.6 percent of the youth of Haryana like NetFlix / Amazon the most, 12.6 percent of the youth like MX player on the second number and Alt Balaji and Ullu on the third number. Diseny + Hotstar are very less liked by the youth of Haryana.

3. How much time do you normally spend on OTT watching web series and other video content?

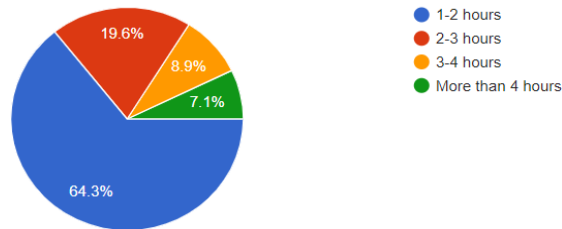


Figure: 3

64.4 percent youth spend 1-2 hours on watching OTT platforms while 19.6% youth spend 2-3 hours and still 8.9% youth respondents spend 3-4 hour on watching OTT platforms. 7.1% youth spend more than 4 hours on OTT platforms daily.

4. For how many years have you been using OTT?

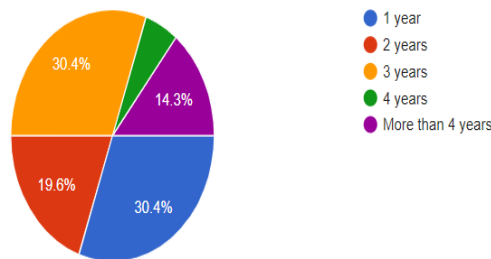


Figure:- 4

In reply to this question an equal number of 30.4% respondents said that they have been watching OTT platforms for 1 and 3 hour respectively. 19.6% youth has been watching OTT for 2 hours while 14.3% have been watching OTT platforms for more than 4 years.

5. What is your primary reason behind using OTT?

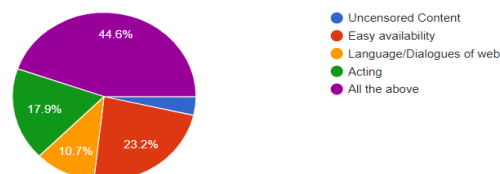


Figure - 5

23.2% youth likes OTT platforms because of its easy availability while 10.7 watch OTT platforms because of their language and dialogues. 17.9% like them for the acting while a majority of 44.6% likes OTT platforms because of all the reasons. Very few said that they like it for its uncensored content.

6. What do you like most on OTT platforms

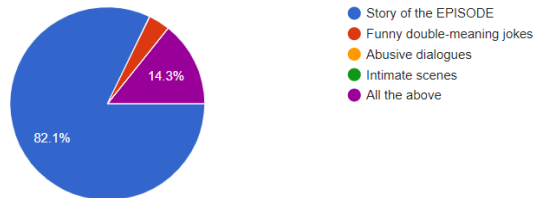


Figure: 6

An attempt has been made to know what kind of content broadcast on OTT is liked most by the youth. 82.1 % of youth like story of episode content of OTT web series while 14.3 percent youth like the content like funny double meaning jockeying, abusive dialogues, intimate scenes.

7. Which of the following web series do you like the most?

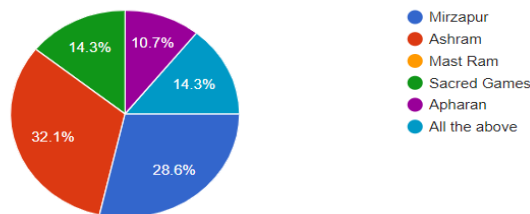


Figure:-7

Mirzapur web series is liked by 28.6 percent, Ashram by 32.1 percent, Sacred Games by 14.3 percent, Aparahan by 10.7 percent youth. The percentage of those who liked all these web series came out to be 14.3.

8. Which web series of Ullu app do you like the most?

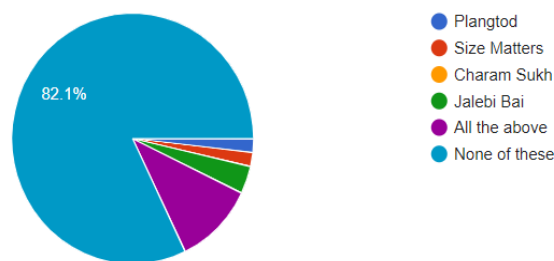


Figure:-8

82.1 percent of Haryana do not like any of these web series on ULLU OTT platform which is notorious for its obscene content. Very few like Jalebi Bai, Size matters and Plangtod.

9. Which of these web series do you like more?

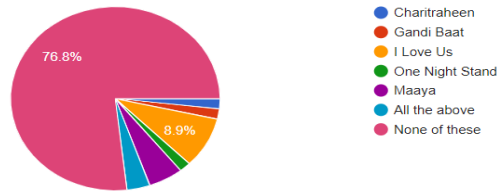


Figure:- 9

76.8 percent youth do not like any of the above mentioned web series. Just 8.9 percent youth like Love Us web series.

10. Do you think that obscene content is being served on OTT platforms?

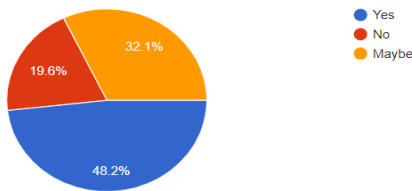


Figure-10

In this, opinion was taken from the youth whether the content broadcast on OTT is obscene or not. In which 48.2 % youth have said that obscene material is being broadcast on OTT. 19.6 % youth feel that obscene material is not being served on OTT and 32.1 percent youth feel that hardly any obscene material is being served on OTT.

11. Do you think the use of smoking, alcohol and drugs in web series attracts you?

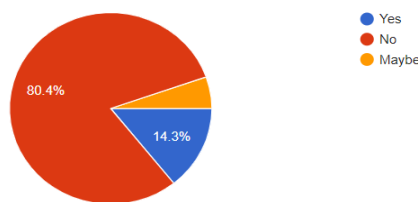


Figure-11

Through this question, an attempt has been made to know whether the consumption of alcohol, drugs and smoking by web series artists creates a desire to do all this in the youth too. 80.4 % youth said that smoking, use of drugs and alcohol in web series does not affect them. 14.3 % youth have admitted that after watching web series, they also feel like drinking alcohol, smoking and taking drugs.

12. Have you used OTT platforms to watch foul language and obscene scenes?

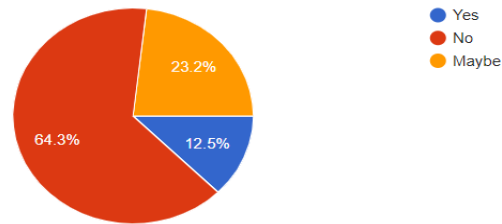


Figure - 12

Through this question, an attempt has been made to know what percentage of youth use OTT to watch obscene scenes and abusive language. 64.3 % youth have never used OTT for watching intimate scenes and obscene language. 12.2 % youth have admitted that they use OTT only for watching such scenes and abusive language.

13. Have you felt that the obscene content and use of foul language shown on OTT is suitable for our Indian youth?

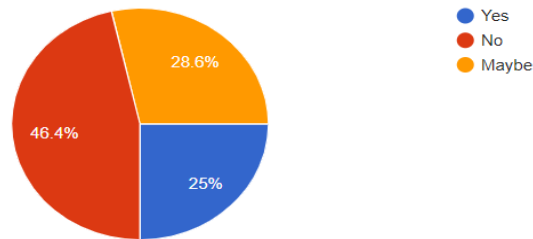


Figure-13

Through this question, an attempt has been made to know that what percentage of the youth feel that the content shown on OTT is suitable for the youth. 46.4 % of the youth said that the use of obscene content and indecent language shown on OTT is not bad for the Indian youth. 25.6 % youth said it is bad while remaining 28.6% youth had no opinion regarding this.

14. Do you think the type of content shown on OTT can create an atmosphere of insecurity in your life?

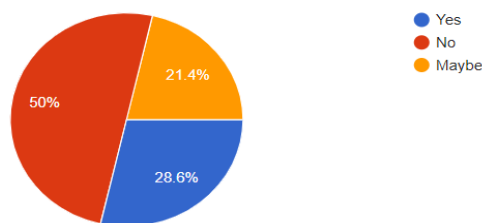


Figure-14

Through this question, an attempt has been made to know what percentage of youth believe that the content shown on OTT creates an atmosphere of insecurity in their lives. 50 % of the youth have admitted that the content shown on OTT does not create an atmosphere of insecurity in their lives. 28.4 % youth have admitted that there is an atmosphere of insecurity in their lives due to the content shown on OTT platforms.

15. Do you think the government should enact a special law to ban obscene content being broadcast on OTT?

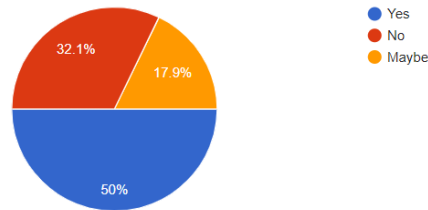


Figure-15:

Through this question, an attempt was made to find out what percentage of youth want a law to be enacted against obscene content being broadcast on OTT. 50 % of the youth said that the government should make special laws to ban obscene content being broadcast on OTT. 32.1 % youth don't find any need for such law. 17.9 % respondents had no opinion regarding this.

CONCLUSION:-

The craze for OTT is increasing day by day across the world. The youth is enjoying watching the web series, live streaming etc. shown through it on their mobiles. Youngsters are more likely to copy someone's behavior because they can easily connect to online web shows and other video content easily. Things like smoking, drinking, drugs, nudity and obscenity when he/she watches regularly on OTT, the affected chances increase more. It affects not only their behavior but also their thoughts. Due to which many such symptoms are arising in many youth today. In such a situation, this research has been done to learn as to what is the opinion of the youth of Central Haryana about the obscene content shown on the OTT platform and the use of indecent language. In the research, attempts were made to know that since when they have started watching OTT. In this we found that 64.3 percent of the youth of Haryana have stopped going to the cinema and watching films. Now they like to watch movies on their mobiles and laptops as per their convenience. Netflix/Amazon is the most liked platforms. Their average time spent on OTT is around 2 hours a day. 7.1% respondents watch OTT platforms for more than 4 hours daily. Most of the youth is watching OTT platforms from 2-3 years. This shows that since last year till now there has been an increase in the percentage of youth watching OTT in Haryana. They use OTT because of Uncensored Content, Easy availability, Language / Dialogues of web and Acting. The percentage of youth in Haryana watching only due to its Uncensored Content is very nominal. 82.1 % youth prefer story of episode content of OTT.

'Ashram' and 'Mirzapur' web series have been liked more than any other series. Not a single youth was found who liked the 'Mastram' web series. Ullu app which is known for erotic content is disliked by the respondents. 82.1 % youth do not like any of its web series. Only a few percent of youth were found to like Ullu App's 'Palangtod', 'Size Matters', 'Charmsukh' and 'Jalebi Bai' web series. From this it is concluded that most of the youth of Haryana do not like to watch

obscene content on OTT. 48.2 % youth feel that obscene and indecent language is being broadcast on OTT.

Smoking, drugs and alcohol used by actors in web series is disliked by respondents. Just 14.3% of the youth desire to drink alcohol, smoke and take drugs. 12.2 % youth have admitted that they use OTT only for intimate scenes and abusive language. 46.4 % of the youth said that the use of obscene content and indecent language shown on OTT is not at all right for the Indian youth. They believe that this type of content is perfect for the youth. 50 % of the youth believe that the government needs a provision to make a special law to ban obscene content being broadcast on OTT. The above discussion about the researches done in the form of research papers has clearly defined the rising popularity of OTT platforms in India and around the World. In India people watch such OTT platforms because of their uncensored content. The youth and middle-aged people are more inclined to watch the web series available on a number of OTT platforms. There is no dearth of web series on any issue. There are web series for the crime-lovers and there are web series for those who want to watch things as they happen. Ullu app presents erotic web series which are liked by millions. But Amazon, Hot Star, Disney etc. are more popular among the audience. The OTT platforms got popularity in India during Covid-19 when everything came to a standstill. Cinema Halls were closed and people were not allowed to move about freely because of the pandemic. TV channels started broadcasting their old popular serials. Here was the opportunity for OTT platforms which came and captured the audience with a bang. From there onwards youth has become loyal to the OTT platforms. Their Cinema going habits have been affected.

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