

A STUDY OF THE CINEMATIC SHIFT TO OTT PLATFORMS (IN THE CONTEXT OF HARYANA)

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ABSTRACT

The emergence of OTT (Over-The-Top) platforms has transformed the way audiences consume visual media, bringing a major shift in entertainment patterns across India. Unlike traditional cinema and television, which bound viewers to fixed times and locations, OTT services provide the flexibility to watch content anytime and anywhere. Their appeal also lies in the vast range of options they offer—spanning big and small-budget films, web series, dramas, reality shows, sports, podcasts, animated features, children’s programming, regional productions, and even international content. This diversity has made OTT platforms far more attractive to audiences compared to conventional entertainment sources like TV and cinema halls. This research paper specifically examines the growing inclination of audiences in Haryana towards OTT platforms and the decline in their reliance on traditional media. It studies how shifting consumer behaviour is affecting the film industry, the level of satisfaction with OTT content, and the reasons behind this changing trend. The study adopts a quantitative approach, employing survey and sampling methods. Data was collected using a structured questionnaire consisting of closed-ended questions, enabling statistical analysis. The findings highlight audience preferences, satisfaction levels, and the factors driving the increasing popularity of OTT platforms over traditional forms of entertainment.

KEYWORDS: OTT, Cinema theatre, cinematic shift, uses, gratification, convergence.

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