

FROM BROADCAST TO BROADBAND: OTT PLATFORMS AND THE TRANSFORMATION OF HOME ENTERTAINMENT ECOSYSTEMS

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DOI: 10.5958/2249-7137.2026.00017.7

ABSTRACT

The evolution of home entertainment from broadcast-based television to broadband-enabled streaming platforms constitutes a fundamental transformation in contemporary media ecosystems. Traditional broadcasting operated within a linear, schedule-driven framework characterized by centralized content distribution and limited audience agency. In contrast, Over-The-Top (OTT) platforms—such as Netflix, Amazon Prime Video, and Disney+—deliver content via internet infrastructures, enabling on-demand access, personalized viewing, and multi-device consumption. This transition reflects broader processes of digital convergence, wherein distinctions between media formats, distribution channels, and user roles are increasingly blurred.

KEYWORDS: *Distribution, Contemporary, Consumption, Convergence, Personalized.*

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