



**OVER-THE-TOP (OTT) RELEASE: ECONOMICAL  
AND PERCEPTIONAL CHANGES AMONG THE VIEWERS IN  
KOCHI**

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**Abstract**

Over-The-Top (OTT) platform are the video content platforms which is mostly preferred by the people now-a-days. It is a platform through which the people are able to watch movies, series and documentaries using technology that delivers streamed content over the internet. This facility may be used at any time anywhere in the world and most of the people are aware about the OTT platforms but old generations are not much aware or reluctant to use OTT platforms. This study attempts to make an analysis on the economic and perceptual aspects of OTT release among the viewers in Kochi. In this regard we have collected responses from 198 viewers in Kochi, and the data collected through questionnaire using purposive sampling method. COVID pandemic paw the way to OTT release and these releases were got a momentum during COVID-19 period.

Keywords; OTT platform, perception, economic viability, users.

## **1. Introduction**

In the recent years the usage and video streaming through OTT where increased when compared to television. During COVID-19 all the theatres were shut down and the people have no option to watch new movies. In this situation the OTT where started getting more popular. People started to know more about OTT through advertisement, social media, newspapers and word of mouth. They started streaming movies, series and documentaries in different languages. Now-a-days, most people were choosing OTT to watch movies, series and documentaries because they found that it is less expensive as compared to watching movies in theatres. They have to buy monthly subscription to unlock all the OTT contents. It is more convenient and can avoid many problems like smoking issues, toilet facilities and hygiene etc. People can access the contents from anywhere any time in the world. Recently it is found that there is increase in the video content in different platforms. According to FICCI-EY report our Indian entertainment earning a lot through OTT release. It includes the radio, television and cinema etc. The subscriber should need an internet connection for using the same. Otherwise they may not be able to access to Netflix, Hotstar and Amazon etc. It is found that the OTT platforms predominantly used by the youngsters so they will be getting twin advantages, they can watch in their own time and in their own interest. The rigid timing and video content provided by the satellites are not an option anymore. The OTT market in India is expected to be the sixth position in the world by 2024. Recently India witness 30% rise in the paid subscribers on OTT platforms. The total number of subscribers is now at 29 Million (around INR 212 crores).

## **2. Review of Literature**

- According to Swathi Manoj Yeole, Lambodar Saha and Charulatha Bhaisare (2022) in the report “A Study on User Perspective on OTT platforms in India” notified that in the olden days most of the people love to see movies, series and documentaries on DVD player then it slowly transformed to the cable connection. After the technology upgradation they introduced pen drive and the YouTube which become the major channel of viewers. Then after the evolution of the LED touch screen, internet accessibility the market started OTT video streaming. Due to the accessibility of variety of shows, user friendly natures were motivates the people to subscribe the OTT video

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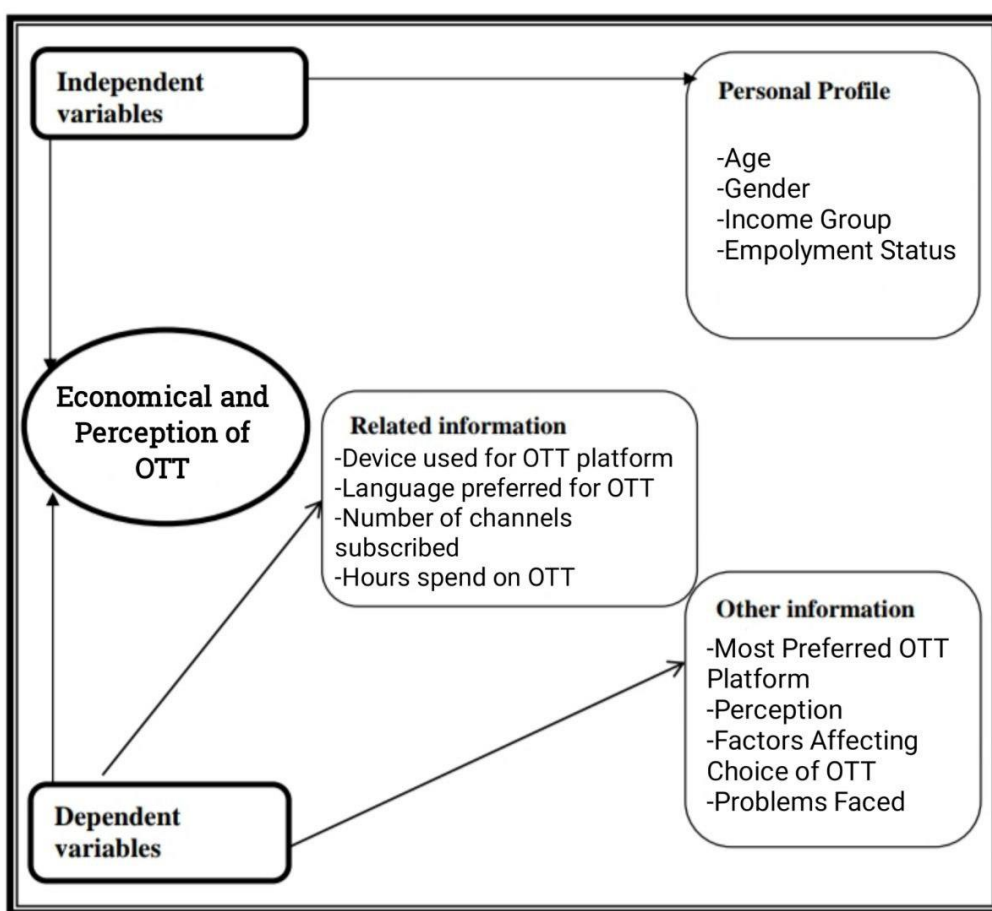
streaming. The cost effectiveness, life with ease, own comfort, which also attract the subscribers.

- According to Paruchuri Suma Varshitha (2023) in the report “Buying and Prolongation of Over-The-Top (OTT) Platforms Subscription” notified that the OTT platforms become most successful outlets for the content consumption. Many other platforms are raising fund from international investors. Hotstar is one of the platform which acts like a market leader. The emergence of OTT platform which adversely affected the DTH service in India. The TV stations should have to make a change due to the OTT platforms. People are not ready to change to TV because OTT which gives everything in just one click.
- According to Dilip Rasiklal Vahoniya, Dhvani Rajeshkumar Darji, Sukanya Baruri and Jerul Halpati (2022) in the report “Awareness, Preferences, Perception, and Satisfaction about the Over-The-Top (OTT) Platforms/Players in Anand City, Gujarat, India” it is notified that the most of the people came to know about OTT through friends and relatives. They are more aware about the platforms like Netflix, Amazon Prime, Hotstar, YouTube and ZEE 5 etc. People prefer to subscribe Amazon Prime, Netflix and Hotstar due to variety of contents and availability multiple subtitles etc.
- According to Apoorv Raj and Aravind Nair (2021) “Impact of OTT platforms on viewing Experience” it is notified that the OTT cannot replace the cinema but in future there is a chance to prefer OTT rather than cinema. In this report they are discussing about the OTT platforms are continue to spread all over India and there is an impact of watching movies and series in television and through other multiplexes. Still some people are interested to watch movies in theatre but in future it may fall.
- Debarun Chakraborty , Mujahid Siddiqui , Aaliyah Siddiqui , Justin Paul, Ganesh Dash and Francesca Dal Mas (2023) “Watching is valuable: Consumer views – Content consumption on OTT platforms” it is notified that the consumption value of OTT platform which helps to get the trust and influence to repurchase the OTT .The subscription of people which shows the behaviour towards the OTT.
- According to Sundaravel E and Elangovan N (2020) in the report “Emergence and future of Over-The-Top (OTT) video services in India: an analytical research” notified that few years back the OTT platforms are considered to be the luxury and most of the Indians started to adopting it. Netflix and Amazon Prime are the important market players and they have the market share in India. Most of the people use the mobile phone as the

device and Xiaomi is the most famous smart phone brand used by the OTT users. People prefer to use the mobile network by Jio.

### 3. Conceptual Framework

This research investigates the economical and perceptual changes among the viewer in Kochi with the help of independent and dependent variables is shown in the below figure. On the basis of these variables further analysis and interpretation was taken into consideration for this study.



### 4. Scope of the Study

This paper makes an attempt to explore the economic and perception aspects on OTT release. The research favours in well understanding, the study reveals on what basis the user's intention in OTT platforms. Perception is the factor which leads in creation of position in minds of the users for adoption of OTT platforms. The device preferred, preferred language, number of OTT platforms used, time spent, preferred OTT platforms

and problems faced are also taken into consideration for the study. The data were collected from Kochi, so the result may not be generalized. The research has been selected and it is restricted to friends, relatives, neighbours and selected arts and science college students and conducted using purposive sampling technique therefore, there is a chance of sampling errors.

## 5. Objectives of the Study

- To study the preference of OTT platforms among the viewers in Kochi.
- To study the economic impact of OTT releases in Kochi.
- To analyze the factors affecting the viewer's choice of OTT platform.
- To find out the most preferred OTT platform.
- To identify the average time spent on OTT platforms.

## 6. Research Methodology

Selection of the sample	Viewers in Kochi
Sampling method	Purposive sampling
Sample size	198
Formation of questions	Questionnaire
Collection of data	Primary: Respondents
Consolidation of data	Variable view – SPSS Master table- MS-Excel
Analysis of data	Simple percentage, Simple ranking, ANOVA, Frequency table

## 7. Analysis and Discussion

<b>Variables</b>	<b>Attributes</b>	<b>Frequency</b>	<b>Percentage</b>
Gender	Male	85	42.9
	Female	111	56.1
	Prefer not to say	2	1.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>
Age	18-30	144	72.7
	31-40	19	9.6
	41-50	13	6.6
	51-60	17	8.6
	61 and above	5	2.5

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	<b>Total</b>	<b>198</b>	<b>100.0</b>
Income group	Less than 20000	45	22.7
	20000-50000	41	20.7
	51000-70000	12	6.1
	70000 and above	25	12.6
	None	75	37.9
	<b>Total</b>	<b>198</b>	<b>100.0</b>
Employment Status	Student	99	50.0
	Employee	77	38.9
	Homemaker	6	3.0
	Self - employed	11	5.6
	Unemployed	5	2.5
	<b>Total</b>	<b>198</b>	<b>100.0</b>

Table 1 shows the descriptive characteristics of samples collected from the Kochi city in Ernakulam district. Out of 198, the majority was female with the frequency of 111 against the male of 85 and two of them are prefer not to say with the percentage of 56.1, 42.9 and 1.0 respectively. These include 72.7 percentage are of the age group of 18-30, 9.6 percentage are of the age group of 31-40, 8.6 percentage are of the age group of 51-60, 6.6 percentage are of the age group of 41-50, 2.5 percentage are of the age group of 61 and above. The sample used for this study consist income group of less than Rs.20000, Rs.20000-Rs.50000, Rs.51000-Rs.70000, Rs.70000 and above and respondents with no income which includes students with the percentage of 22.7, 20.7, 6.1, 12.6 and 37.9 respectively. The employment status of the respondents consist of student, employee, homemaker, self-employed and unemployed with the percentage of 50, 38.9, 3.0, 5.6 and 2.5 respectively.

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Amazon prime video	53	26.8	26.8	26.8
Netflix	103	52.0	52.0	78.8
Sony LIV	32	16.2	16.2	94.9
Hotstar	10	5.1	5.1	100.0
Total	198	100.0	100.0	

Table 2 shows the percentage of respondents preferring different OTT Services. It is very interesting to note that about 52% of the respondents prefer Netflix which is the maximum. Whereas, 26.8% of respondents prefer Amazon prime video. 16.2% prefer Sony LIV and 5.1% of respondents prefer Hotstar which is the lowest. As per similar study of “Viewer’s

perception towards OTT platform during pandemic” conducted by V. Mallika and D. Anandhi at Coimbatore city (2022) the most preferred OTT platform is Netflix which came to be the same result of our study which means the popular OTT platform is Netflix.

<b>Table-3: Time Spent on OTT Platform</b>							
	Frequency	Percentage	Valid Percentage	Cumulative Percentage			
Less than 2 hours	77	38.9	38.9	38.9			
2 - 4 hours	94	47.5	47.5	86.4			
4 - 6 hours	17	8.6	8.6	94.9			
More than 6 hours	4	2.0	2.0	100.0			
Sl.No	Total	Particulars	100.0	100.0	Mean	Std.	Rank

Table 3 shows the percentage of respondent’s time (hours) spent on watching OTT platforms in a day. It is clearly shown that 47.5% of respondents spent two to four hours a day on OTT platforms which is the highest among the respondents. 38.9% of respondents spent less than two hours a day on OTT platforms and 8.6% and 5.1% of respondents who spent four to six hours and more than six hours a day respectively. As per the case study on perception of people of Bhubaneswar city towards OTT applications” conducted by Anniesh Naman Jha at Bhubaneswar (2021) the viewers only spent less than one hour a day on OTT platforms where as in our study the viewers spent two-four hours a day.

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			Deviation	
1	Preferred language you would like to watch in OTT platform	1.67	0.77	7
2	Which of the following you prefer to watch in OTT platform?	2.37	1.31	3
3	How many OTT platforms do you use?	2.25	1.03	4
4	Do you think OTT platforms are suitable to all ages?	1.35	0.48	9
5	How many screens do you subscribed?	2.56	0.9	1
6	Would you prefer to watch movies like Avatar, Bahubali, KGF on OTT?	1.73	0.44	6
7	Do you share the password of OTT with your friends?	1.44	0.49	8
8	Do you get the same theatrical effect and experience of watching movies in OTT?	2.11	1.07	5
9	Which device are you using to watch movies, documentaries, series in OTT?	2.4	1.11	2

Table 4 is the output from the analysis, here we discuss the results based on Mean-Standard deviation-Ranking for all the nine questions as given in this table. Users subscribed two screens which has been ranked as first, the mean and standard deviation are 2.56 and 0.9 respectively. Most of the users prefer to watch movies, documentaries, series in OTT through mobile phones which has been ranked as second since it is more convenient and comfortable the mean and standard deviation are 2.4 and 1.11 respectively.

Users prefer to watch movies in OTT platform has been ranked as third, the mean and standard deviation are 2.37 and 1.31 respectively. Majority of users have minimum of two OTT platforms which has been ranked as fourth, the mean and standard deviation are 2.25 and 1.03 respectively. Most of the users disagree that they are not getting the same theatrical effect and experience of watching movies in OTT but still some hotels and home stays provide theatrical effect which has been ranked as fifth, the mean and standard deviation are 2.11 and 1.07 respectively.

Users do not prefer to watch movies like Avatar, Bahubali and KGF on OTT due to the reason that it lacks the theatrical effects which has been ranked as sixth, the mean and standard deviation are 1.73 and 0.44 respectively.



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English is the most preferred language on the basis of our study has been ranked as seventh, the mean and standard deviation are 1.67 and 0.77 respectively. Users prefer to share their password of OTT with friends has been ranked as eighth, the mean and standard deviation are 1.44 and 0.49 respectively. It is observed during the study that OTT platforms are suitable to all ages since old people are weak in technical knowledge which has been ranked as ninth, the mean and standard deviation are 1.35 and 0.48 respectively.

<b>Table-5: Factors affecting perception of the viewers</b>				
Sl.No	Particulars	Mean	Std. Deviation	Rank
1	Income group	3.22	1.64	5
2	How did you come to know about OTT platforms?	3.74	1.56	1
3	How likely are you to share the subscription with your friends or family	1.96	1	9
4	What do you think OTTs can improve?	2.53	1.24	7
5	Do you think OTT platforms are informative and helpful?	1.1	0.3	13
6	Does good content lead to adoption of OTT platforms?	3.44	1.07	4
7	How much amount you spent for the subscription of the OTT platforms (monthly subscription)?	1.75	0.99	10
8	Do you think that the OTT subscription is less costly when compared to TV and other modes?	1.37	0.48	12
9	Do you share the password of OTT with your friends?	1.44	0.49	11
10	Do you watch movies and series from telegram?	3.45	1.17	3
11	Telegram and OTT platforms provide censored movies, series, documentaries do you agree with this?	3.1	1.09	6
12	Which device are you using to watch movies, documentaries, series in OTT?	2.4	1.11	8
13	People do often watch movies in theatre with friends or family which incurs more expense which makes OTT more economical. Do you agree?	3.52	1.09	2

Table 5 shows the factors affectin

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g perception of the viewers on OTT platforms. Here we discuss the results based on Mean-Standard deviation-Ranking for all the thirteen questions as given in this table. It is true that there is a large chunk of the people is used to OTT and this has become the reason they are losing interest to watch TV. Most of the users came to know about OTT platform through the social media which has been ranked as first, the mean and standard deviation are 3.74 and 1.56 respectively.

Users agree that watching movies in theatre with friends or family is more expensive (like travel and food expenses which makes OTT more economical which has been ranked as second), the mean and standard deviation are 3.52 and 1.09 respectively. Majority of the users also watch movies and series from telegram since it is free to use which makes people deviate from OTT platform and it has been ranked as third, the mean and standard deviation are 3.45 and 1.17 respectively.

Users agree that the adoption of OTT platform is through good contents since OTT platforms are being competitive in the present scenario which has been ranked as fourth, the mean and standard deviation are 3.44 and 1.07 respectively. Income group of the users has been ranked as fifth, the mean and standard deviation are 3.22 and 1.64 respectively. Users agree that Telegram and OTT platforms provide censored movies, series, documentaries has been ranked as sixth, and the mean and standard deviation are 3.1 and 1.09 respectively. Most of the users prefer that OTT should improve affordability has been ranked as seventh, the mean and standard deviation are 2.53 and 1.24 respectively.

Most of the users prefer to watch movies, documentaries and series in OTT through mobile phones since it is more convenient and comfortable which has been ranked as eighth, the mean and standard deviation are 2.4 and 1.11 respectively. Users are likely to share their subscription with friends or family members which have been ranked as ninth, the mean and standard deviation are 1.96 and 1.00 respectively. Majority of users spent Rs.100-300 monthly for the subscription of the OTT platforms, since it is the basic plan, which is mostly affordable for the users it has been ranked as tenth, the mean and standard deviation are 1.75 and 0.99 respectively. Users prefer to share their password of OTT with friends which makes them access the OTT platform with free of cost since they have their friend's user ID it has been ranked as eleventh, the mean and standard deviation are 1.44 and 0.49 respectively.

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Users agree that the OTT subscription is less costly when compared to TV cable connection and other modes since OTT has broader contents like movies, series and documentaries which have been ranked as twelfth, the mean and standard deviation are 1.37 and 0.48 respectively. It is observed during our study the users agree that the OTT platforms are informative and helpful which has been ranked as thirteenth, the mean and standard deviation are 1.1 and 0.3 respectively.

<b>Table-6: One-Way ANOVA</b>						
		Sum of Squares	df	Mean Square	F	Sig.
Device preferred	Between Groups	7.207	2	3.603	2.946	.055
	Within Groups	238.470	195	1.223		
	Total	245.677	197			
Preferred language	Between Groups	6.987	2	3.494	6.137	.003
	Within Groups	111.013	195	.569		
	Total	118.000	197			
Number of OTT platforms used	Between Groups	6.700	2	3.350	3.223	.042
	Within Groups	202.674	195	1.039		
	Total	209.374	197			
Time spent	Between Groups	9.974	2	4.987	8.387	.000
	Within Groups	115.946	195	.595		
	Total	125.919	197			
Preferred OTT platforms	Between Groups	1.267	2	.634	.713	.491
	Within Groups	173.324	195	.889		
	Total	174.591	197			
Problems Faced	Between Groups	.047	2	.023	.098	.907
	Within Groups	46.544	195	.239		
	Total	46.591	197			

H1: There is a significant difference between the genders and the device preferred, preferred language, number of OTT platforms used, time spent, preferred OTT platforms and problems faced.

The result on gender and preferred language is displayed on the above table. The P value is recorded 0.03 which is less than 0.05. So the alternative hypothesis is accepted therefore there is a significant relationship between gender and preferred language. Out of 198 responds, Malayalam and English have more relevance. In case of number of OTT platforms

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used as displayed on the table, the P value is recorded 0.042 which is less than 0.05. So the alternative hypothesis is accepted therefore there is a significant relationship between gender and number of OTT platforms. 70 respondents strongly prefer two OTT platforms are required such as Netflix, Amazon prime, Sony LIV and Hotstar. The results on gender and time spent which has been displayed on the above table, the P value is recorded 0.000 which is less than 0.05. So the alternative hypothesis is accepted therefore there is a significant relationship between gender and time spent. Out of 198 respondents 97 respondents spent two-four hours on OTT platforms.

But in the case of the device preferred, preferred OTT platforms and problems faced the P value is recorded 0.055, 0.491 and 0.907 respectively which is greater than 0.05 were the alternative hypothesis is rejected therefore there is no significant relationship between gender and the device preferred, preferred OTT platforms and problems faced. Therefore it is to be concluded that device preferred is mobile, preferred language is English, the number of platforms used is two, time spent on OTT is two-four hours, Netflix is preferred OTT platform and haven't faced much problems while using OTT platforms.

<b>Table-7: Economic Aspects of OTT Platform</b>				
Sl.No	Particulars	Mean	Std. Deviation	Rank
1	Sharing the subscription to your relatives and acquaintances	1.96	1	5
2	Which areas do you believe OTTs can enhance?	2.53	1.24	3
3	How many OTT platforms do you utilize?	2.25	1.03	4
4	How much did you pay for your OTT platform membership (monthly subscription)?	1.75	0.99	6
5	It is more expensive to see movies at a theatre with friends or family, thus OTT is more cost-effective. Do you agree?	3.52	1.09	1
6	Is the use of OTT platforms influenced by quality content?	3.44	1.07	2

Table 7 shows economic aspects of the viewers on OTT platforms. Here we discuss the results based on Mean-Standard deviation-Ranking for all the six questions as given in this table. Users agree that it is more expensive (travel and food expenses) to see movies at a theatre with friends or family, thus OTT is more cost-effective which makes OTT more economical which has been ranked as first, the mean and standard deviation are 3.52 and 1.09

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respectively. Users agree that use of OTT platforms influenced by quality content has been ranked as second, the mean and standard deviation are 3.44 and 1.07 respectively. Most of the users believe that OTT can enhance affordability which has been ranked as third, the mean and standard deviation are 2.53 and 1.24 respectively. Majority of users utilize minimum of two OTT platforms so that they can access the contents in both the platforms which has been ranked as fourth, the mean and standard deviation are 2.25 and 1.03 respectively.

Users are likely to sharing the subscription to relatives and acquaintances which makes them access the OTT platform with free of cost since they have their friend's user ID it has been ranked as fifth, the mean and standard deviation are 1.96 and 1.00 respectively. Majority of users spent Rs.100-300 monthly for the subscription of the OTT platforms since it is the basic plan which is mostly affordable for the users it has been ranked as fifth, the mean and standard deviation are 1.75 and 0.99 respectively.

## **8. Major Findings**

1. According to our study a large portion of OTT subscribers are from 18 to 30 years. 72.1% of the subscribers are in the above age group. Gradually the other age groups are so being adaptive to the OTT platforms.
2. As per our data English and Malayalam are the most preferred languages of subscribers in Kochi. 46.3% and 45.8% are respective percentages of the preferred language among the subscribers.
3. It is found that the most preferred OTT platform is Netflix. 51.7% of the subscribers prefer Netflix. Whereas, 26.8% of respondents prefer Amazon prime video. 16.2% prefer Sony LIV and 5.1% of respondents prefer Hotstar which is the minimum.
4. Most of the respondents came to know about OTT platform through social media. 54.7% that means that the half of the respondents were influenced by social media.
5. It is observed that a large number of respondents prefer to watch movies, series and documentary through OTT but most of the respondents use OTT platforms through mobile phones as the gadget.
6. Most of the respondents suggest that OTT platforms are informative and they spent about two-four hours on the OTT platforms and also, they are extremely likely to share their subscription with their friends or family members.

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7. Most of the respondents were using minimum of two OTT platforms such as Netflix, Amazon prime video, Sony LIV and Hotstar etc. Similarly, the respondents spend Rs.100-300 as monthly subscription but still respondents prefer to watch movies in theatre rather than OTT because of the real theatrical effect.
8. It is found that OTT is more economical than theatre.
9. The users feels that the OTT platform needs to be more affordable.

## **9. Suggestions**

1. OTT platform users are mainly from 18-30 years age group but other age groups are also adaptive but needs to give them more awareness which makes them aware of the economical benefits of using OTT platforms.
2. Improving the content can lead to more adoption of OTT platforms.
3. Introducing theatrical effects and extra features can increase the user experience and lead to more adoption.

## **10. Conclusion**

Today OTT act as an entertaining platform which is through an online mode with a lot of subscribers who watches movies, series and documentaries. The importance and demand for OTT were increased during COVID pandemic period. This study was among 198 respondents in Kochi using primary data. We found that youngsters in the age group of 18-30 were spending more time in OTT platforms but other age groups are also adaptive but needs to give them more awareness which makes them aware of the economic benefits of using OTT platforms. The study reveals that in future the OTT platforms needs to bring more theatrical effects like building home theatre while watching could attract more users in future. Improving the content can lead to more adoption of OTT platforms. The main drawbacks of OTT platforms are the aged people who are not much aware about the advantages of OTT platforms. The areas were having poor network accessibility will not be able to access the OTT Platforms. Now-a-days, people are not interested to watch T.V because everything is be available in OTT platforms so it will be more convenient and economical compared to T.V. Watching movies in OTT platforms reduces expenses compared to theatre to watch movies with our family which includes travelling expense, food expense, drink expense and other expenses which makes OTT platforms more economic and preferable. It is observed in this study that people tend to watch movies through OTT platforms and which is highly accepted in Kochi for watching

movies, series and documentaries at their comfort convenience area at best hygienic condition.

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