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A STUDY ON MARKET PENETRATION OF OTT

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ABSTRACT

This study assesses media usage patterns and preferences of a wide sample, more so the penetration of OTT platforms among DTH users. The current study goes on to probe many demographic variables like gender, income, and age that would influence content choice and device usage. The data clearly indicate that, more specifically, the 18-34-year-old consumer segment much more leans toward OTT platforms for availing of fictional series and reality shows, while DTH still has to be relevant to a large extent for only news consumption. The level of income does affect choices related to subscription models to a great extent; those in higher-income groups would easily spend on these services. The report underlines the role of smartphones and laptops as key devices used to access media. When considering time-of-day across all genres, the research points out a peak viewership in the evening and night, giving a clear place to OTT for these times. It proves that differential pricing strategies and diversified content offers by media companies may correspond to the needs of the different demographic segments, increasing reach and engagement.

Keywords: OTT Platforms, DTH Services, Media Consumption Patterns, Demographic Analysis, Subscription Models, Mobile Devices, Digital Entertainment, Consumer Behavior, and Content Preferences.

INTRODUCTION

Industry Profile

The M&E (Media and Entertainment) industry has significantly grown in various segments due to rising income and change in lifestyle patterns. The M&E sector is expecting a steady growth of 10.2%, “reaching Rs. 2.55 lakh crore (US\$ 30.8 billion) by 2024 and a 10% CAGR, hitting Rs. 3.08 lakh crore (US\$ 37.2 billion) by 2026” (“IBEF,” par. 2). The revenue of OTT (Over-the-top) market lead by players like Netflix, Amazon Prime Video and Disney+ Hotstar is expected to “double from US\$ 1.8 billion in 2022 to US\$ 3.5 billion by 2027” (“IBEF,” par. 3).

The key growth drivers for the growth in the M&E sector were demand for content among users and affordable subscription packages, where OTT services are expected to set a CAGR (compound annual growth rate) of 29.52% to reach US\$ 5.12 billion in FY26. (“IBEF,” par. 11). The number of smart televisions is set to reach 40-50 million. Video viewers in India increased 7% (36 million) in 2023 to reach 563 million (“IBEF,” par. 9). “Indian Over-The-Top (OTT) platforms have demonstrated significant growth in the global market, witnessing a 194% increase in revenue from international viewers over the last two years” (“IBEF,” par. 24).

Need for the study

The present study is more relevant in the backdrop of rapidly changing technology and consumer behavior, based on latest trends in entertainment. How OTT platforms are taking over with huge membership interests makes it a key area of study for many stakeholders like marketers, policy makers, broadcasters, and content suppliers to advertisers when their effects must be viewed against traditional DTH services. The results of this research will understand the motivations behind the switch from DTH to OTT and the preferences and actions of the consumers. In addition, with rising competition between DTH and OTT, the information acquired through this research may help the industry players in designing some strategies to attract and keep users.

Scope of the Study

This research digs deep into the penetration of OTT platforms amongst DTH consumers, reasons for DTH consumers' adoption of OTT services, and drivers of this trend. Some of the key areas that are still in focus for the study include user demographics, content consumption habits, and

OTT platform and content preferences over traditional DTH services. It also tries to understand how time is squeezed into daily entertainment schedules for DTH and OTT. This will include the Indian market, which has big user bases for both services, allowing them to provide insight into the broader trends in using digital entertainment.

Literature Review

Digital media inevitably affects the commercialization and preservation of traditional culture. Increased reach allows for distribution and exposure globally, while the focus on entertainment may decrease the entertainment value of conventional content. For instance, the Hanfu movement in China has been accused of sacrificing traditional authenticity to aesthetic appeal since its revival occurred through online channels (Chen, 2024). This authenticity vs. accessibility conflict is embedded in most forms of global culture. Traditional music, art forms, and practices are always repackaged into a form more appealing to modern tastes when social media and streaming services evolve, which allows only superficial familiarity with its cultural complexities.

The fast growth of OTT platforms has been significant in changing the media consumption habits of India. Be it Netflix, Amazon Prime Video, Disney+, or many other services that are fast gaining traction with ease of use, array of content, and flexible subscription offers, the churn from traditional media to digital is being driven by rising smartphone usage and low-cost internet connectivity, hence making these services more accessible to people at large (Yeole et al., 2022).

The paper (Yeole et al., 2022) elaborates on the user perception of OTT platforms in India, bringing to the fore the role of cost-effectiveness, variety of content, and ease of use in the OTT adoption process. Fierce usage of OTT services has been eased through tech developments such as the provision of cheaper data plans and increased smartphone penetration. The OTT platforms become most attractive to the young demographics due to the flexibility and easy viewability on mobile devices, with a stronger likelihood to shift from traditional DTH to OTT.

The COVID-19 epidemic accelerated the shift to OTT media in the entertainment industry. People turned much more to digital media for recreation amidst lockdowns and other restrictions on outside activities. While looking for fresh entertainment to kill the free time, subscriptions to OTT services increased greatly. This was especially true for the younger set of audiences who liked the flexibility and range these platforms were offering compared to DTH.

The paper by (Johnson et al., 2022/2022) looks at the interests of OTT viewers based on gender. Content consumption in various OTT platforms is heavily dependent on gender. For instance, though men mostly read more action and thriller genres, women read more in drama and romance. This divergence in content taste suggests that there is a prime necessity for OTT platforms to cater to their offerings based on demographic analytics to increase user engagement and happiness levels.

In India, mobile devices are increasingly turning into the main avenue for consuming over-the-top content. This has been driven by the wide accessibility and affordability of smartphones, in conjunction with data plans that are more reasonably priced. This has enabled the consumption of content on the move across the board, increasing the adoption of OTT platforms in users' lives, especially among young populations.

Objectives of the Study

- I. Compare the consumers that use OTT services with those based on DTH to show the trends and growth patterns.
- II. Analyze what factors contributed to the adoption of OTT platforms (e.g.: more affordable, diversity in content, and user-friendliness).
- III. Examine differences in amount of time, frequency, and preferred content between DTH and OTT subscribers.
- IV. Analyses the impact of age and gender on the usage of platforms and content choices and how OTT platforms accommodate these disparities in population.
- V. The changing consumption patterns of OTT and the resulting decline in DTH viewing are analyzed below.

Limitations

- I. Sample Size: With only 108 respondents, it only gives a representation of part of the diverse community and may have effects on generalizability.
- II. Sampling Procedure: Random sampling may result in over- or under-representation of certain geographical areas or populations.
- III. Bias in response: Misconceptions and socially acceptable answers are threats to the validity of self-reported statistics.

- IV. Question Design: Weaknesses in the design of the questions could have led to incorrect incomplete results.
- V. Regional Differences: The regional differences around the country in the use of media not considered might have given readers less accuracy.
- VI. Improvements in Technology: Over time, the rapid technological improvement may ultimately impact the applicability of the findings.

RESEARCH METHODOLOGY

Research Design

The quantitative research design was approached in the following study to compare market penetration between DTH and OTT services. Understanding customer preference, usage trends, and demographic influences that drive platform choice was set out to be this study's goals.

An online questionnaire was designed, and data was collected through Google Forms. The questionnaire had demographic data, devices used to consume content, preferences of services, patterns of use, and types of preferred content.

In all, 108 responses were gathered; however, the bulk of the respondents were DTH service users. Of these, 14—the ones who only consumed the content through DTH—did not go beyond the question on the used services. Only 94, who used OTT or OTT and DTH services, hence formed the base of data analysis.

Tools for Analysis

The data was analyzed in SPSS. To interpret the data, the following tables were developed:

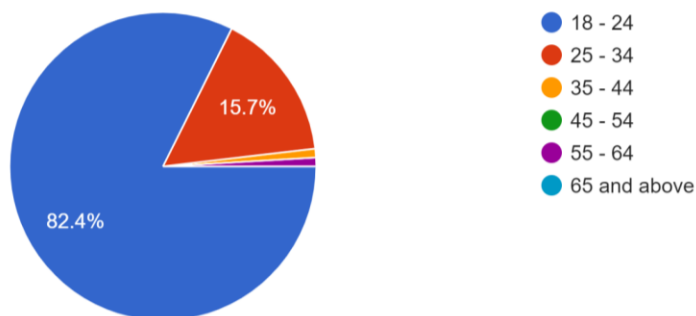
- i. Subscription Model with Income and 5-Point Scale: This variable investigates the subscription models preferred and their relation to income levels.
- ii. Age by Content Type and OTT vs DTH: Profiles the types of content that different age brackets are most interested in and compares the consumption of OTT and DTH.
- iii. Time of Day and Content Type: This study assesses the change in the usage of the platform with different content types at various times of the day.

RESULTS

Age Demographics

Figure 1

Age Distribution of Respondents



Note: Figure 1 gives the age group wise distribution of the responders. From the table, one can observe that 82.4 percent of the sample was contributed by the 18-24 years category, whereas 15.7 percent was constituted by the 25-34 years of the age group. 0.9 percent of the total surveyed is in the 35–44 and 55–64 age groups.

Table 1

Age Distribution of Respondents

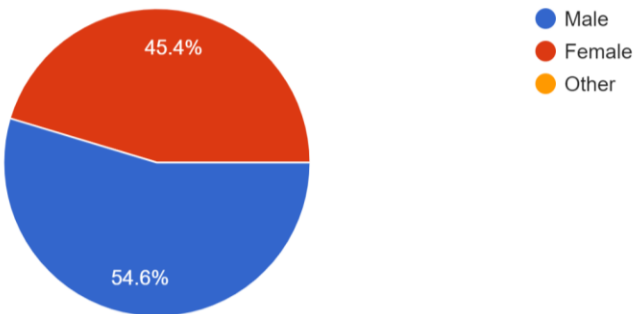
Age		
	Frequency	Valid Percent
18-24	89	82.4
25-34	17	15.7
35-44	1	0.9
55-64	1	0.9
Total	108	100.0

Note: Table 1 gives the age group wise distribution of the responders. From the table, one can observe that 82.4 percent of the sample was contributed by the 18-24 years category, whereas 15.7 percent was constituted by the 25-34 years of the age group. 0.9 percent of the total surveyed is in the 35–44 and 55–64 age groups.

Gender Demographics

Figure 2

Gender Distribution of Respondents



Note: This figure shows the gender distribution of the respondents. The sample is relatively balanced, with 54.6% identifying as male and 45.4% identifying as female.

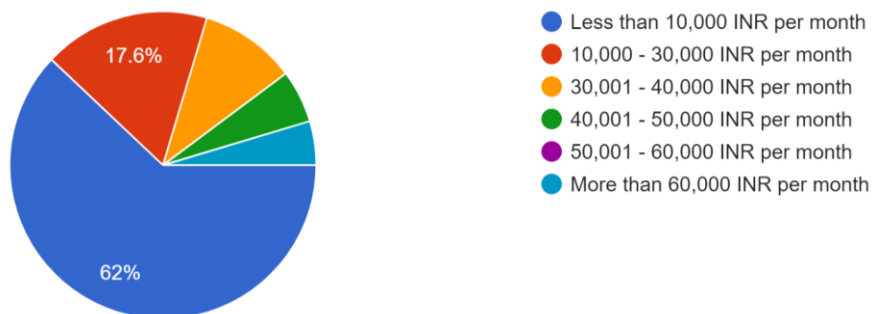
Table 2

Gender Distribution of Respondents

Gender		
	Frequency	Valid Percent
Male	59	54.6
Female	49	45.4
Total	108	100.0

Note: This table shows the gender of the respondents. The sample is relatively balanced, containing 45.4% females and 54.6% males.

Income Demographics

Figure 3***Income Distribution of Respondents***

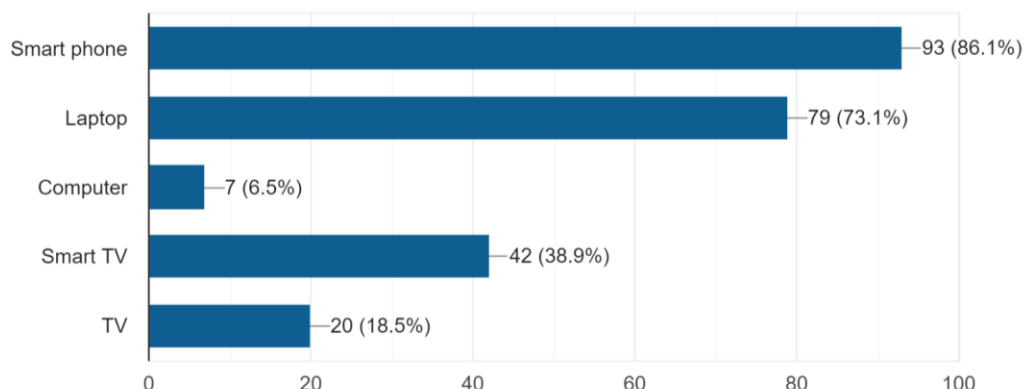
Note: This figure presents the distribution of income of respondents. Only 62 percent are earning less than 10,000 INR per month, with smaller percentages in higher income categories.

Table 3***Income Distribution of Respondents***

Income		
	Frequency	Valid Percent
Less than 10,000 INR per month	67	62.0
10,000 - 30,000 INR per month	19	17.6
40,001 - 50,000 INR per month	11	10.2
50,001 - 60,000 INR per month	6	5.6
More than 60,000 INR per month	5	4.6
Total	108	100.0

Note: The distribution of income among respondents is presented in this table. Only 62 percent are earning less than 10,000 INR per month, with smaller percentages in higher income categories.

Most Used Device by Respondents

Figure 4***Primary Devices of Respondents***

Note: The table shows the devices used by the respondents in different ways. A small proportion of the users use a PC (6.5%) or a smart TV (38.9%), while most of them access it via smartphone (86.1%), laptop (73.1%), and TV (81.5%).

Table 4***Primary Devices of Respondents***

Device	Frequency	
Smartphone		
Not Selected	15	13.9
Selected	93	86.1
Total	108	100
Laptop		
Not Selected	29	26.9
Selected	79	73.1
Total	108	100
Computer		
Not Selected	101	93.5
Selected	7	6.5
Total	108	100
Smart TV		
Not Selected	66	61.1

Selected	42	38.9
Total	108	100
TV		
Not Selected	88	81.5
Selected	20	18.5
Total	108	100

Note: The table shows the devices used by the respondents in different ways. A small proportion of the users use a PC (6.5%) or a smart TV (38.9%), while most of them access it via smartphone (86.1%), laptop (73.1%), and TV (81.5%).

Table 5

Age Distribution across Content Types

Age Group	Content Type	OTT (%)	DTH (%)	Both (%)	Total (%)
18-24	Sports	33.3	33.3	33.3	100
	News	17.9	51.3	30.8	100
	Reality Show	46.2	23.1	30.8	100
	Fictional Series	73.1	9	17.9	100
	Children's Content	35.9	28.2	35.9	100
	Educational Content	52.6	10.3	37.2	100
	Music Content	60.3	9	30.8	100
25-34	Sports	42.9	57.1	0	100
	News	21.4	71.4	7.1	100
	Reality Show	71.4	7.1	21.4	100
	Fictional Series	85.7	14.3	0	100
	Children's Content	71.4	21.4	7.1	100
	Educational Content	71.4	7.1	21.4	100
	Music Content	78.6	7.1	14.3	100
35-44	Sports	0	0	100	100

	News	0	100	0	100
	Reality Show	100	0	0	100
	Fictional Series	100	0	0	100
	Children's Content	0	100	0	100
	Educational Content	100	0	0	100
	Music Content	100	0	0	100
55-64	Sports	100	0	0	100
	News	100	0	0	100
	Reality Show	100	0	0	100
	Fictional Series	100	0	0	100
	Children's Content	100	0	0	100
	Educational Content	100	0	0	100
	Music Content	100	0	0	100

Note: The table details the distribution of both types of content over OTT, DTH, and both OTT & DTH types through age groups.

Interpretation:

- I. 73.1% of the 18-24 age group responded that they use the OTT service for fictional series, while 9.0% said they use DTH, and 17.9% claimed.
- II. The strongest OTT-viewing preference is exhibited by the age group of 25-34 years across all categories, with a high consumption of fiction series and reality shows attributed.
- III. In some categories, the total percentage is 100% because the sample sizes are smaller for the 35-44 and 55-64 groups.
- IV. OTT is the Go-To Platform: It has been reported that for a plethora of genres, OTT has emerged as the platform of all age groups. However, the younger audience—in particular, between 18-34 years of age—has shown a special interest in it.
- V. DTH usage: Compared to OTT, DTH holds less attention and is still relevant for news material, in particular, targeted at the age groups 18-24 and 25-34.

VI. Both Systems: In this, a considerable proportion of the participants will fall under different age groups and system categories that are utilizing both DTH and OTT, hence portraying hybrid consumption behavior.

Table 6***Age Distribution across Preferences for OTT Platforms***

Age Group	Variable	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
18-24	Low frequency of advertisements	14 (17.9%)	14 (17.9%)	18 (23.1%)	13 (16.7%)	19 (24.4%)	78
	Watch with friends & family	13 (16.7%)	13 (16.7%)	17 (21.8%)	14 (17.9%)	21 (26.9%)	78
	Ease of sharing content	18 (23.1%)	9 (11.5%)	18 (23.1%)	15 (19.2%)	18 (23.1%)	78
	Subscription models	15 (19.2%)	20 (25.6%)	21 (26.9%)	12 (15.4%)	10 (12.8%)	78
	User Experience	12 (15.4%)	12 (15.4%)	12 (15.4%)	17 (21.8%)	25 (32.1%)	78
25-34	Wide range of international content	14 (17.9%)	10 (12.8%)	14 (17.9%)	13 (16.7%)	27 (34.6%)	78
	Low frequency of advertisements	1 (7.1%)	1 (7.1%)	4 (28.6%)	2 (14.3%)	6 (42.9%)	14
	Watch with friends & family	2 (14.3%)	2 (14.3%)	2 (14.3%)	4 (28.6%)	4 (28.6%)	14
	Ease of sharing content	2 (14.3%)	3 (21.4%)	5 (35.7%)	1 (7.1%)	3 (21.4%)	14
	Subscription models	2 (14.3%)	0 (0.0%)	5 (35.7%)	5 (35.7%)	2 (14.3%)	14
	User Experience	1 (7.1%)	0 (0.0%)	4 (28.6%)	4 (28.6%)	5 (35.7%)	14

	Wide range of international content	0 (0.0%)	1 (7.1%)	4 (28.6%)	5 (35.7%)	4 (28.6%)	14
35-44	Low frequency of advertisements	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (100.0%)	1
	Watch with friends & family	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (100.0%)	1
	Ease of sharing content	0 (0.0%)	0 (0.0%)	1 (100.0%)	0 (0.0%)	0 (0.0%)	1
	Subscription models	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (100.0%)	1
	User Experience	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (100.0%)	1
	Wide range of international content	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (100.0%)	0 (0.0%)	1
55-64	Low frequency of advertisements	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (100.0%)	1
	Watch with friends & family	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (100.0%)	0 (0.0%)	1
	Ease of sharing content	1 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1
	Subscription models	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (100.0%)	0 (0.0%)	1
	User Experience	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (100.0%)	0 (0.0%)	1
	Wide range of international content	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (100.0%)	0 (0.0%)	1

Note: As can be seen in the above table, responses are cross-tabulated with age group. The percentages of all variables and each age group represent the distribution of replies. Percentages within each variable sum to the proportion of replies in that category; percentages within each age group, however, represent the total responses in the corresponding age group.

Interpretation:

- I. Low Advertising Frequency: This statement is agreed on mostly or strongly agreed by the 18–24 age group, thereby establishing that the younger the respondent, the more certain that commercials are less frequent or less effective. The responses from elder groups were fewer and less certain.
- II. Watching with Friends & Family: A reasonable percentage of the 18–24-year-old demographic strongly agrees or agrees to watching media with friends. This could be an indication that the younger respondents still like to view in a social setup.
- III. Content Sharing Ease: The 18–24 year-old demographic values content sharing ease highly, no doubt driven by their higher usage of digital channels and social media.
- IV. Subscription Models: As this question on subscription models shows, responses are much more muted for the 18–24-year-old group than for the 25–34 year olds.
- V. User Experience: An overwhelming bulk of the 18–24 year-old group grades the experience as good, which would indicate that a user interface that is easy to use and entertaining is very important to them.
- VI. Large collection of international material: This feature seems to be highly valued by 18- to 24-year-old users since they appear to want a broad scope of materials on offer.

Table 7***Subscription Model Cross-tabulation by Income Bracket***

Income Bracket	Subscription Models	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Less than 10,000 INR per month		11 (19.3%)	16 (28.1%)	16 (28.1%)	10 (17.5%)	4 (7.0%)	57
	Expected Count	10.3	12.1	15.8	10.9	7.9	57
	% within Income	19.30%	28.10%	28.10%	17.50%	7.00%	100.00%
	% within Subscription	64.70%	80.00%	61.50%	55.60%	30.80%	60.60%

	n Models						
10,000 - 30,000 INR per month		2 (11.1%)	2 (11.1%)	4 (22.2%)	6 (33.3%)	4 (22.2%)	18
	Expected Count	3.3	3.8	5	3.4	2.5	18
	% within Income	11.10%	11.10%	22.20%	33.30%	22.20%	100.00%
	% within Subscription Models	11.80%	10.00%	15.40%	33.30%	30.80%	19.10%
40,001 - 50,000 INR per month		2 (22.2%)	1 (11.1%)	2 (22.2%)	1 (11.1%)	3 (33.3%)	9
	Expected Count	1.6	1.9	2.5	1.7	1.2	9
	% within Income	22.20%	11.10%	22.20%	11.10%	33.30%	100.00%
	% within Subscription Models	11.80%	5.00%	7.70%	5.60%	23.10%	9.60%
50,001 - 60,000 INR per month		2 (33.3%)	1 (16.7%)	2 (33.3%)	0 (0.0%)	1 (16.7%)	6
	Expected Count	1.1	1.3	1.7	1.1	0.8	6
	% within Income	33.30%	16.70%	33.30%	0.00%	16.70%	100.00%

	% within Subscription Models	11.80%	5.00%	7.70%	0.00%	7.70%	6.40%
More than 60,000 INR per month		0 (0.0%)	0 (0.0%)	2 (50.0%)	1 (25.0%)	1 (25.0%)	4
	Expected Count	0.7	0.9	1.1	0.8	0.6	4
	% within Income	0.00%	0.00%	50.00%	25.00%	25.00%	100.00%
	% within Subscription Models	0.00%	0.00%	7.70%	5.60%	7.70%	4.30%
Total		17 (18.1%)	20 (21.3%)	26 (27.7%)	18 (19.1%)	13 (13.8%)	94
	Expected Count	17	20	26	18	13	94
	% within Income	18.10%	21.30%	27.70%	19.10%	13.80%	100.00%
	% within Subscription Models	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Interpretation:

- I. Less than 10,000 INR per month: This group indicates that people of lesser income are less willing to go for subscription models since their percentage of responses is more in "Strongly Disagree" and "Disagree" categories compared to the rest. Moreover, their percentages in "Neutral" and "Agree" categories are greater, which reflects a mixed opinion about subscription services.

- II. 10,000–30,000 Indian rupees a month: The distribution of this income group's responses is almost equal among "Neutral," "Agree," and "Strongly Agree," which gives evidence of only a medium interest in subscription models.
- III. 40,001 - 50,000 INR per month: A higher percentage of the "Strongly Agree" respondents indicate a higher interest in subscription models within this segment. The small sample size may, however, put a damper on how widely the results can be generalized.
- IV. The response is different in the case of the 50,001 - 60,000 INR per month category, wherein large numbers strongly disagree and are neutral, thus not showing any consistent approach toward the subscription models.
- V. High, more than 60,000 INR per month: Fewer responses and most of them under the "Neutral" category indicate that the attitude towards subscription models is not very strong. It might be that the sample size or interest in this segment has been less.
- VI. This, therefore, means that it can be clearly stated that, in general, individuals with low incomes responded to subscription models more negatively or neutrally compared with high-income groups.
- VII. This high agreement towards subscription models is more observed in the higher-income groups of 40,001-50,000 INR and more than 60,000 INR, thereby showing that people in higher-income groups have a tendency to hold positive regard for subscription models.

Table 8*Distribution of Content Types by Time of Day and Viewing Platform*

Content Type	OTT Count	DTH Count	Both OTT & DTH Count	Total Count	% within Content Type
Movies					
Morning	0	0	1	1	1.10%
Afternoon	3	0	1	4	4.30%
Evening	17	1	11	29	30.90%
Night	33	4	11	48	51.10%
Late Night	10	0	2	12	12.80%
Total	63	5	26	94	100.00%
Sports					

Morning	0	1	0	1	1.10%
Afternoon	2	2	0	4	4.30%
Evening	12	7	10	29	30.90%
Night	16	17	15	48	51.10%
Late Night	3	7	2	12	12.80%
Total	33	34	27	94	100.00%
News					
Morning	0	1	0	1	1.10%
Afternoon	1	3	0	4	4.30%
Evening	4	15	10	29	30.90%
Night	10	25	13	48	51.10%
Late Night	3	7	2	12	12.80%
Total	18	51	25	94	100.00%
Reality Show					
Morning	1	0	0	1	1.10%
Afternoon	2	1	1	4	4.30%
Evening	11	7	11	29	30.90%
Night	27	7	14	48	51.10%
Late Night	7	4	1	12	12.80%
Total	48	19	27	94	100.00%
Fictional Series					
Morning	1	0	0	1	1.10%
Afternoon	3	1	0	4	4.30%
Evening	18	5	6	29	30.90%
Night	40	2	6	48	51.10%
Late Night	9	1	2	12	12.80%
Total	71	9	14	94	100.00%
Children's Content					
Morning	0	0	1	1	1.10%

Afternoon	3	0	1	4	4.30%
Evening	11	7	11	29	30.90%
Night	22	14	12	48	51.10%
Late Night	3	5	4	12	12.80%
Total	39	26	29	94	100.00%
Educational Content					
Morning	0	0	1	1	1.10%
Afternoon	3	0	1	4	4.30%
Evening	12	5	12	29	30.90%
Night	30	3	15	48	51.10%
Late Night	8	1	3	12	12.80%
Total Educational Content	53	9	32	94	100.00%
Music Content					
Morning	0	0	1	1	1.10%
Afternoon	3	0	1	4	4.30%
Evening	16	2	11	29	30.90%
Night	33	5	10	48	51.10%
Late Night	8	1	3	12	12.80%
Total	60	8	26	94	100.00%
Documentaries					
Morning	0	0	1	1	1.10%
Afternoon	2	0	2	4	4.30%
Evening	15	2	12	29	30.90%
Night	38	4	6	48	51.10%
Late Night	7	3	2	12	12.80%
Total	62	9	23	94	100.00%

Language Specific Content					
Morning	0	0	1	1	1.10%
Afternoon	1	2	1	4	4.30%
Evening	11	3	15	29	30.90%
Night	34	3	11	48	51.10%
Late Night	5	2	5	12	12.80%
Total	51	10	33	94	100.00%

Note: This table presents the type of content consumed at different times during the day.

Interpretation:

I. Movies:

- Time of Use: Maximum views are in the evening and night.
- Platform: The viewership is maximum for OTT.

II. Sports:

- Time of Use: Night and evening, depending on the dates of the important sporting events.
- Platform: While both OTT and DTH are equally distributed, a bit more is DTH than OTT.

III. News:

- Time of Use: News is maximum consumed during evening and night hours.
- Platform: DTH is the recommended platform for news content.

IV. Reality Shows:

- Peak Time: The Peak time is during the night, in line with the prime-time television.
- Platform: For reality television, the major platform is OTT.

V. Fiction Series:

- Peak Hours: Maximum viewers available during evening and night times.
- Platform: Over-the-Top OTT is the most preferred option for fictitious series.

VI. Kids Content:

- Peak Hours: Ideally suited for family viewing during the evenings and night.

- Platform: Over-the-top OTT is marginally preferred.

VII. Education Content:

- Peak Hours: Evening and night-time because that's when people have more free time.
- Platform: OTT is consumed more for educational content.

VIII. Music Content:

- Peak Time: Night and evening, which are times of maximum use by people for music purposes.
- Platform: For music content too, it is OTT.

IX. Documentaries:

- Peak Hours: Night and in the evening, as that is best suited for in-depth viewing.
- Platform: The leading channel for documentaries is OTT.

X. Language Specific Content :

- Peak Viewing Time: Night and Evening—Catering to all tastes in viewing
- There is more language-specific content on OTT channels.

DISCUSSION

Distribution of Sex and Income

The gender-wise distribution of the sample is almost even, with a slight male dominance (54.6%). A good balance like this is a valid base for the extrapolation of the findings of the study to both genders. In the income section, an overwhelmingly large majority of 62% of the respondents earn below 10,000 INR per month, which, in effect, indicates a predominantly lower-income group audience. This is an economic issue that influences the way people use media today, especially with respect to subscription services. In fact, in answer to this question, people who earn a lower income are more suspicious of subscription models, probably due to financial constraints and being more cautious about discretionary spending.

Devices Used

This research shows that PCs, at 6.5 percent, and smart TVs, at 38.9 percent, are not as popular as smartphones, at 86.1 percent, laptops, at 73.1 percent, and traditional TVs, at 81.5 percent, for media consumption. As smartphones and laptops become progressively popular, media platforms

need to move to these devices to maximize their potential with respect to the sources of digital material. However, a low usage for PCs indicates that media access of desktops is not as frequent, probably due to the fact that, today, media use is more individual and mobile.

Content Preferences by Age Groups

There are big differences in the content use related to different age-groups. For instance, the preference for OTT services, especially for fictitious serials and reality shows, is tremendously evident in the 18-24 age group. This only goes on to prove that the deliciousness factor of OTT has increased by leaps and bounds, especially among the younger viewers who like on-demand options and with plenty of choices. On the contrary, DTH still makes a lot of sense in the case of news, particularly in the 18-24 and 25-34 year-old categories. This implies that old-line television remains dominant as a news source, despite the increasing flux attracted to OTT channels.

Subscription Models and Income Correlations

The correlation of income levels with attitudes toward subscription models has some relevance. Respondents with remuneration below the level of 10,000 INR per month are less likely to advocate for subscription services, thus establishing quite clearly that affordability is a major hurdle. Higher-income groups—the 40,001-50,000 INR and more than 60,000 INR segments—have more positive attitudes toward subscriptions, inasmuch as having greater spending power and flexibility, coupled with their willingness to pay for diversified media content. This trend indicates that media houses need to provide tiered pricing or freemium models in order to grab lower-end customers.

Time of Day and Platform-wise Content Consumption

The research points out different styles of viewing behavior across various types of content. More consumption was seen on OTT platforms in the evenings and nights, wherein movies, fiction series, and music material saw maximum consumption. Viewing sports and news had a mixed nature between DTH and OTT; a bit more preference was seen for watching news on DTH, while both OTT and DTH were used for watching sports. Reality series and documentaries come more during the night, further consolidating the domination of OTT in evening and late-night content.

Cross-Tabs Lessons

Below is the cross-tabulation data on international content preferences of smartphone users who have chosen OTT services. According to it, the ones who have chosen OTT services are more likely to enjoy a diverse choice of international material. The research thus focuses on the importance of international content offers in terms of recruitment and retention of OTT users.

Conclusion

More often than not, the statistics reveal the shifting media terrain with the younger viewer; DTH becomes more relevant to news. The income levels attitudinize their approach to the subscription model, which means media companies will necessarily have to customize their methods to the diversity of economic backgrounds. Therefore, it offers valuable insights into device uses and content choices over the course of the day—these useful for content distribution and improvements in marketing strategies. This study, therefore, contributes to greater insight into trends in media use with very practical use for media providers and marketing communicators.

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