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**AN ANALYTICAL STUDY ABOUT THE MARKET COMPETITION IN ONLINE MEDIA VIDEO STREAMING OTT PLATFORM IN MUMBAI CITY**

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**ABSTRACT:**

*This study examines the competitive landscape of Online Media Video Streaming OTT Platforms in Mumbai City, focusing on consumer behavior and preferences. The research employs a descriptive methodology, gathering primary data from 100 respondents in the suburban areas of Mumbai using simple random sampling. The analysis reveals a significant shift towards digital content consumption, particularly among younger audiences aged 15-20 years, who are the most active users of OTT Platforms. Netflix, Amazon Prime Video, and Disney+ Hotstar dominate the market, reflecting their widespread appeal and strong consumer loyalty. Key factors influencing platform choice include video and sound quality, content availability, and pricing, with a notable preference for more affordable subscription plans. The study highlights a trend towards personalized subscriptions, with most users opting for their own accounts, emphasizing the importance of tailored content experiences. Additionally, the findings suggest that OTT Platforms are predominantly used for entertainment, with comedy and action/adventure genres being the most popular. The research concludes that the OTT Market in Mumbai City is thriving, driven by strong consumer demand, competitive offerings, and a clear shift from traditional media to digital platforms, underscoring the evolving landscape of media consumption in urban India.*

**Keywords:** Content Consumption, Consumer Behavior, Digital Media, OTT Platforms, Video Streaming.

**INTRODUCTION:**

In the past few decades, entertainment has undergone a remarkable transformation with rapid advancements in technology and the internet. The modes of consuming media have changed, as television and cinema have given rise to Online Video Streaming Platforms, often called Over-The-Top (OTT) Platforms. These platforms have revolutionized audience access and engagement with content, offering convenience, choice, and flexibility. From the comfort of their homes, viewers can immerse themselves in a diverse array of movies, TV shows, documentaries, and original productions. Unlike traditional television, which operates on fixed schedules and limited programming, streaming services offer on-demand access to a vast library of content. This empowers viewers to curate their own viewing experiences, binge-watch entire seasons, and discover hidden gems.

Original productions from streaming services like Netflix, Amazon Prime Video, and Disney+ have garnered critical acclaim and reshaped the entertainment landscape. The rise of OTT Platforms has presented opportunities for both content creators and consumers. The era of traditional broadcasting is giving way to a new form of digital entertainment, where viewers can watch whatever they want, whenever they want. Updated shows, movies, and documentaries not only attract subscribers but also foster brand loyalty and differentiate platforms in the market. OTT Platforms continuously innovate to enhance the viewer experience, leveraging data analytics and AI-driven algorithms to tailor content recommendations to individual preferences.

The Online Video Streaming OTT Platform Market is a dynamic ecosystem shaped by intense competition, technological innovation, and evolving consumer preferences. Some of the prominent OTT Platforms are:

1. **Netflix:** Netflix is a media-streaming and video-rental company founded in 1997 by American Entrepreneur Reed Hastings. Its headquarters is in Los Gatos, California. In 1999, Netflix began offering an online subscription service. By 2007, it introduced the option to stream movies and television shows

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directly over the internet. In 2010, Netflix introduced a streaming plan that offered unlimited streaming service. By 2016, its streaming service was available in more than 190 countries.

2. **SonyLiv:** SonyLiv is an over-the-top streaming platform owned by Culver Max Entertainment. Launched in 2013 as the first OTT service in India, SonyLiv provides live sports, original titles, and other content from its networks, as well as licensed content from third parties. The SonyLiv content library includes series, TV shows, and films. Its headquarters is in Mumbai.
3. **LIV Sports:** Launched on June 1, 2014, as a new sports service, LIV Sports began streaming live channels of other networks, including news channels, in 2019. It streams content from Sony Pictures Entertainment, Sony Pictures Television Studios, and ITV, and has also started producing and distributing original movies and series. SonyLiv aims to create an innovative business model enabled by digital technologies, enhance customer experience, and pave the path for future growth.
4. **Hotstar:** Hotstar is an Indian subscription-based OTT streaming service owned by Disney Star, a subsidiary of Disney Entertainment. It features Indian films, television, and sports content for both Indian and global audiences. Initially launched as Hotstar, it was integrated with Disney's global streaming brand as 'Disney+ Hotstar' in April 2020.
5. **Voot:** Voot is an Indian OTT platform owned by Viacom18. Launched in March 2016, it initially offered content from local brands and original series as an ad-supported service. In August 2023, Voot began migrating its content to Jio Cinema, starting with sports rights such as the 2022 FIFA World Cup and upcoming Indian Premier League rights. Voot also hosted content from Colours TV, MTV, and other channels, along with Bollywood films.
6. **MX Player:** MX Player is an Indian video streaming platform developed by MX Media & Entertainment. Initially launched as a video player in 2011, MX Player was relaunched as an OTT platform in 2019 with original programming. It has also licensed content from various Indian and international studios, including Sony Entertainment, Sun TV Network, and others.
7. **Amazon Prime Video:** Amazon Prime Video is an American subscription service primarily distributing films and television series produced by Amazon Studios as Amazon Originals. The service also hosts content from other providers and live sporting events. Prime Video additionally offers a content add-on service called Amazon Channels, allowing users to subscribe to additional services from other content providers within Prime Video.
8. **Hulu:** Hulu is an American subscription streaming service owned by The Walt Disney Company. Launched on October 29, 2007, its headquarters is in Los Angeles, California. In 2010, Hulu launched a subscription service initially called "Hulu Plus." In 2017, the company introduced "Hulu with Live TV," an OTT service featuring broadcast programming channels.

#### **OBJECTIVES:**

1. To understand the demographic details of respondents from the suburban areas of Mumbai City.
2. To examine respondent's preferences when choosing an Online Video Streaming OTT Media Platform.
3. To analyse the usage patterns of the respondents regarding Online Video Streaming OTT Media Platforms.

#### **LIMITATIONS:**

1. **Area:** The data is collected only from the suburban area of Mumbai City.
2. **Time:** Due to time constraints in completing the research, limited time was invested in collecting the sample data.
3. **Subjective Thinking:** Not every respondent exercises utmost care when filling out a survey. Since the survey method is used, it becomes difficult to determine if all respondents dedicated sufficient time and attention.
4. **Restricted Respondents:** Although efforts were made to collect responses from a wide range of individuals, the research is limited to respondents who are actually subscribing to and watching Online Video Streaming OTT Media Platforms.

**HYPOTHESIS:**

**H1o2:** There is no relationship between the demographic details of respondents and their choice of Online Video Streaming OTT Platforms in Mumbai City.

**H1o2:** The data suggests a significant shift towards Online Media Video Streaming OTT Platforms as the preferred choice for consuming video content.

**H2o3:** There is no significant relationship between the customers and their subscription to Online Media Video Streaming OTT Platforms in Mumbai City.

**H2o3:** There is a significant relationship between the customers and their subscription to Online Media Video Streaming OTT Platforms in Mumbai City.

**RESEARCH METHODOLOGY:**

1. **Data Source:** The research is descriptive in nature, and the data was collected from individuals in the suburban area of Mumbai City.
2. **Tools and Techniques Applied:** Statistical patterns and representations were employed to present primary data in the research paper. The data analysis included frequencies and percentages to ensure accuracy.
3. **Sampling Method:** Simple random sampling was used to gather practical information. Respondents participated by answering a survey conducted through Google Forms, providing a snapshot of the opinions of individuals in the suburban area of Mumbai City. The use of Google Forms facilitated efficient data collection within time constraints.
4. **Sample Size:** The research study collected primary data with 100 responses received during the survey.

**DATA INTERPRETATION AND ANALYSIS:**

*(Primary Data: Question 1)*

Age Category	Frequency	Percentage
15-20 years	57	57%
21-30 years	29	29%
31-50 years	12	12%
50+ years	2	02%
<b>Total Respondents</b>	<b>100</b>	<b>100%</b>

The data reveals that the majority of respondents, 57%, fall within the 15-20 year’s age category, indicating that younger individuals are the primary users of Online Video Streaming OTT platforms. The 21-30 year’s age group follows with 29%, showing a strong engagement among young adults as well. Respondents aged 31-50 years make up 12% of the total, suggesting a lesser but notable interest in OTT platforms among middle-aged individuals. Only 2% of respondents are aged 50 and above, indicating minimal adoption of OTT services in this older demographic. Overall, the data suggests that OTT platforms are most popular among younger audiences, particularly those under 30.

*(Primary Data: Question 2)*

Which platform do you use the most?	Frequency	Percentage
Cable/DTH Provider	10	10%
Online Media Video Streaming OTT Platform	69	69%
Both	21	21%
<b>Total Respondents</b>	<b>100</b>	<b>100%</b>

The data reveals that a majority of respondents (69%) predominantly use Online Media Video Streaming OTT Platforms for consuming video content. Only 10% of the respondents continue to rely solely on Cable/DTH providers, indicating a significant decline in their usage. A smaller segment, 21%, utilizes both Cable/DTH and OTT Platforms, suggesting a transitional phase for some consumers. The overwhelming preference for OTT Platforms highlights the growing trend towards on-demand, flexible viewing options. This shift may indicate a broader movement away from traditional television services in favour of more modern streaming alternatives.

*(Primary Data: Question 3)*

Do you subscribe to Online Media?	Frequency	Percentage
Yes	71	71%
No	29	29%
<b>Total Respondents</b>	<b>100</b>	<b>100%</b>

The data reveals that a significant majority (71%) of respondents in Mumbai City subscribe to online media, indicating strong penetration and adoption of OTT platforms. Conversely, 29% of respondents do not subscribe to online media, suggesting a segment that either prefers traditional media or is not yet engaged with digital platforms. This trend underscores the growing dominance of online media in the entertainment landscape.

*(Primary Data: Question 4)*

Do you watch content on your Friend's Subscribed Account?	Frequency	Percentage
Yes	44	44%
No	56	56%
<b>Total Respondents</b>	<b>100</b>	<b>100%</b>

The data indicates that 56% of respondents do not use a friend's subscribed account for watching content, while 44% do. This suggests that the majority of users prefer to use their own subscriptions rather than relying on shared accounts. The trend may reflect a preference for personalized content experiences and account security.

*(Primary Data: Question 5)*

Which Online Media Video streaming do you subscribed?	Frequency	Percentage
Alt Balaji	08	02.88%
Amazon Prime Video	58	20.86%
Disney + Hotstar	40	14.39%
Eros Now	15	05.40%
Jio Cinema	20	07.19%
Sony Liv	26	09.35%
MX Player	16	05.76%
Netflix	65	23.38%
Other Platform	20	07.19%
Not a OTT Platform Subscriber	10	03.60%
<b>Total Respondents</b>	<b>278</b>	<b>100%</b>

The data reveals that Netflix is the most subscribed Online Media Video Streaming platform among respondents, with 23.38% of the total subscriptions, followed by Amazon Prime Video at 20.86% and Disney+ Hotstar at 14.39%. A smaller segment of respondents, 9.35%, subscribe to Sony Liv, while platforms like MX Player and Jio Cinema hold a moderate share of 5.76% and 7.19%, respectively. Interestingly, 3.60% of respondents do not subscribe to any OTT platform, indicating that a small portion of the population still abstains from digital streaming services. The diversity in platform preferences suggests that while Netflix dominates, there is significant competition among various OTT platforms catering to different audience segments.

(Primary Data: Question 6)

Do you utilise OTT Platform?	Frequency	Percentage
Entertainment Purpose	71	32.13%
Binge watch with Friends	32	14.48%
Awareness of Current Trends	24	10.86%
Health and Fitness	17	07.69%
Business Knowledge	28	12.67%
Geographical Knowledge	11	04.98%
Nature Knowledge	12	05.43%
Historical Knowledge	16	07.24%
Not an OTT Platform Subscriber	10	04.52%
<b>Total Respondents</b>	<b>221</b>	<b>100%</b>

The data shows that the majority of respondents (32.13%) use OTT platforms primarily for entertainment purposes, indicating a strong preference for leisure and recreational content. A significant portion of users (14.48%) also engages in binge-watching with friends, suggesting the social aspect of media consumption on these platforms. The relatively lower percentages for categories like health and fitness (7.69%), business knowledge (12.67%), and geographical knowledge (4.98%) indicate that while OTT platforms are utilized for educational and informational content, these purposes are secondary to entertainment. Notably, only 4.52% of respondents do not subscribe to any OTT platform, highlighting the widespread adoption of these services in Mumbai City. Overall, the data suggests that OTT platforms are primarily viewed as a source of entertainment, with additional uses varying among respondents.

(Primary Data: Question 7)

Which content do you prefer to watch?	Frequency	Percentage
Action and adventurous	60	13.42%
Animation	42	09.40%
Comedy	67	14.99%
Documentaries	27	06.04%
Mystery	26	05.82%
Drama	52	11.63%
Fantasy	23	05.15%

Horror	28	06.26%
Kids	18	04.03%
Mystery and thrillers	22	04.92%
Rom-com	48	10.74%
Science fiction	24	05.37%
Not a OTT Platform Subscriber	10	02.24%
<b>Total Respondents</b>	<b>447</b>	<b>100%</b>

The data reveals that Comedy is the most preferred genre among respondents, with 14.99% favouring this type of content. Action and Adventure follows closely, attracting 13.42% of the viewers, indicating a strong interest in high-energy and thrilling content. Drama and Romantic Comedies (Rom-com) are also popular, with 11.63% and 10.74% of respondents, respectively, showcasing a preference for emotionally engaging narratives. On the other hand, genres like Science Fiction (5.37%) and Fantasy (5.15%) have a more niche audience, while Documentaries (6.04%) and Horror (6.26%) maintain moderate interest. Notably, only a small fraction (2.24%) of respondents reported not subscribing to any OTT platform, indicating a high level of engagement with online streaming services.

*(Primary Data: Question 8)*

How often do you use OTT Platform?	Frequency	Percentage
Always	24	24%
Casually	40	40%
Sometimes	28	28%
Not a OTT Platform Subscriber	08	08%
<b>Total Respondents</b>	<b>100</b>	<b>100%</b>

The data indicates that the majority of respondents, 40%, use OTT platforms casually, suggesting that these services are integrated into their regular entertainment habits but not necessarily a primary focus. A significant portion, 28%, uses OTT platforms sometimes, reflecting a moderate level of engagement, while 24% of respondents always use these platforms, highlighting a dedicated user base. Only 8% of respondents never use OTT platforms, indicating that OTT services have widespread reach and appeal among the surveyed population.

*(Primary Data: Question 9)*

What factors influence the choice of Online Media Video Streaming?	Frequency	Percentage
Price Content	72	16.74%
Share Content Availability	40	09.30%
Advertising	27	06.28%
Latest Content Availability	62	14.42%
Video Quality	77	17.91%
Sound Quality	74	17.21%
Language Options	68	15.81%

Not a OTT Platform Subscriber	10	02.33%
<b>Total Respondents</b>	<b>100</b>	<b>100%</b>

The data indicates that video quality (17.91%) and sound quality (17.21%) are the most influential factors in choosing an Online Media Video Streaming platform, followed closely by content availability and language options. Price content is also a significant consideration for many users, accounting for 16.74% of the preferences. A small portion of respondents (2.33%) are not OTT subscribers, highlighting the overall popularity and widespread adoption of these platforms.

*(Primary Data: Question 10)*

Which plans do you prefer to subscribe, while subscribing OTT Platform?	Frequency	Percentage
Monthly -Basic	44	44%
Monthly-Premium	12	12%
Annually	34	34%
Not a OTT Platform Subscriber	10	10%
<b>Total Respondents</b>	<b>100</b>	<b>100%</b>

The data indicates that the majority of respondents (44%) prefer to subscribe to the Monthly-Basic plan when choosing an OTT platform, suggesting a preference for more affordable, short-term options. A significant portion (34%) opts for annual subscriptions, indicating a commitment to long-term access, while a smaller percentage (12%) selects the Monthly-Premium plan, showing a preference for premium features. Notably, 10% of respondents do not subscribe to any OTT platform, highlighting a segment of the population that either does not use these services or prefers alternative media consumption methods.

**FINDINGS:**

1. The majority of respondents (57%) belong to the 15-20 year’s age category, indicating that younger audiences are the most active users of online video streaming OTT platforms.
2. The majority of respondents, 69%, prefer using Online Media Video Streaming OTT platforms, while 10% use Cable/DTH providers, and 21% use both.
3. Notably, 71% of respondents in Mumbai City subscribe to online media, indicating a strong preference for digital content consumption.
4. The data indicates that 56% of respondents do not use a friend's subscribed account for watching content, while 44% do. This suggests that the majority of users prefer to use their own subscriptions rather than relying on shared accounts. The trend may reflect a preference for personalized content experiences and account security.
5. The data indicates that Netflix is the most popular streaming platform among respondents, followed by Amazon Prime Video and Disney+ Hotstar, with the majority adopting these services, though a small segment remains unsubscribed.
6. The findings indicate that OTT platforms in Mumbai City are predominantly used for entertainment, with a significant social aspect, while educational and informational content is of secondary importance.
7. The data reveals that Comedy is the most preferred genre among respondents at 14.99%, followed by Action and Adventure (13.42%), with genres like Science Fiction and Fantasy having a niche audience, and a high engagement level in online streaming services, as only 2.24% reported not subscribing to any OTT platform.
8. The data reveals that most respondents engage with OTT platforms to varying degrees, with 40% using them casually, 28% sometimes, 24% always, and only 8% never using them, demonstrating the widespread reach and appeal of these services.

9. The data reveals that video and sound quality are the most influential factors in selecting an Online Media Video Streaming platform, with content availability, language options, and price also playing significant roles, while a small percentage of respondents are non-subscribers, reflecting the widespread adoption of these platforms.
10. The data reveals that most respondents prefer the more affordable Monthly-Basic plan for OTT subscriptions, with a significant portion choosing annual plans for long-term access, while a smaller group opts for the Monthly-Premium plan, and 10% do not subscribe to any OTT platform.

**CONCLUSIONS:**

The study on market competition in Online Media Video Streaming OTT Platforms in Mumbai City reveals several key insights into consumer behavior and preferences. The demographic analysis highlights that younger audiences, particularly those aged 15-20 years, are the most active users of OTT Platforms, reflecting a generational shift towards digital content consumption. A significant majority of respondents prefer OTT Platforms over traditional Cable/DTH services, indicating a strong trend toward digital media. Netflix, Amazon Prime Video, and Disney+ Hotstar emerge as the leading platforms, underscoring their dominance in the market. The preference for entertainment content, especially comedy and action/adventure genres, indicates that OTT Platforms are primarily used for leisure. Factors such as video and sound quality, content availability, and pricing play crucial roles in influencing platform selection, with affordability being a significant consideration for many users.

The study also uncovers the prevalent use of personalized subscriptions, with most respondents preferring to use their own accounts rather than shared ones, highlighting the importance of tailored content experiences. The varying degrees of engagement with OTT Platforms suggest that these services have achieved widespread adoption, catering to diverse viewer needs. The findings indicate a thriving OTT Market in Mumbai City, characterized by strong consumer demand, competitive platform offerings, and a clear shift from traditional to digital media consumption.

**ECONOMIC RELEVANCE:**

The rise of Online Media Video Streaming OTT Platforms has transformed the Entertainment Industry, significantly impacting the economy, particularly in urban areas like Mumbai City. These platforms have created new revenue streams for content creators, distributors, and technology providers. The subscription-based and ad-supported models used by OTT services contribute to a growing digital economy, with platforms like Netflix, Amazon Prime Video, and Disney+ Hotstar driving substantial consumer spending.

Market competition among OTT Platforms stimulates innovation and investment, leading to improved content quality, technological advancements in streaming services, and a diversified user experience. Additionally, the demand for localized content has led to job creation in media production, scriptwriting, marketing, and technological development, fostering employment growth in related sectors. The competition among OTT Platforms also fosters a price-sensitive market, which pushes companies to offer more affordable and flexible pricing models to capture a wider audience, thus benefiting consumers. Moreover, OTT Platforms contribute to the Indian Economy by attracting Foreign Investment and Promoting Digital Infrastructure Development. With the expansion of high-speed internet and smartphone usage in cities like Mumbai, the digital content consumption trend is expected to continue growing, thus enhancing the long-term economic relevance of the OTT Industry in the country.

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