

## **FIRST- HALF YEARLY REPORT**

Name of Research Scholar	<b>Priya Nair</b>
Name of the Faculty	<b>Management</b>
Topic of Ph. D. Work	<b>CHALLENGES AND OPPORTUNITIES FOR OTT PLATFORM IN COMPARISON TO LINEAR PAY TV: AN EMPIRICAL RESEARCH</b>
Session of the Registration	<b>July 2019</b>
Research Guide/Supervisor's Name	<b>Dr. Vipul Jain</b>

### **I. Progress against Planned Work**

Sr. No.	Duration		Planned Work	Actual Work
	From	To		
1.	<b>20/July/2020</b>	<b>23/Jan/2021</b>	<b>Analysis of emergence and growth of OTT platform as against linear Pay- TV and the theoretical perspectives</b>	The study during the first six months provides insights into the dynamics of shifting scenarios involving the consumption of media as well as how one medium overrides another

2.			<b>Providing Key Insights</b>	Key insights were developed, highlighting the cultural significance of Pay-TV, the impact of OTT platforms, market fragmentation, and consumer behavior changes.
3.			<b>Exploration of economic impacts and regulatory environments</b>	Analysis of the economic slowdown's effects on consumer behavior and the examination of regulatory frameworks affecting monetization and competition were conducted.
4.			<b>Evaluation of digitization and monetization strategies in specific regions</b>	Investigated the digitization processes in India and identified the challenges and opportunities for monetization within existing regulatory environments.
5.			<b>Recommendations for broadcasters in adapting to evolving media landscapes</b>	Developed strategic recommendations for broadcasters, focusing on innovation, investment, and adapting to competition from OTT platforms.
			<b>Conclusion</b>	The television landscape has experienced a major transformation with the advent of linear Pay-TV and the rapid rise of OTT platforms. While linear Pay-

				<p>TV remains culturally significant, OTT services have reshaped industry dynamics by offering direct-to-consumer access and challenging traditional broadcast models. Economic downturns have further influenced consumer behavior, leading to reduced spending on pay television. In response, broadcasters have adopted various strategies to stay competitive, though this has resulted in increased market fragmentation and consumer confusion. In India, the digitization and monetization of linear Pay-TV have progressed within a regulatory environment that demands full implementation for efficient monetization. To adapt to the evolving media landscape, broadcasters must embrace deregulation to foster innovation and create conditions conducive to superior monetization models. This strategic shift will enable them to compete effectively</p>
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				with OTT platforms while addressing consumers' diverse preferences and financial constraints.
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## II. Details of Publication

Sr. No.	Title of the Paper	Journal/ Conferences	Volume & No. / Venue & Dates	Page No.

## III. Seminar

*PRIYA MAIR*

Signature of the Research Scholar

## IV. Recommendation of Research Guide

Certified that the performance of the Research Scholar is: Satisfactory/ not Satisfactory

Comments:

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Name & Signature of Research Guide



## **SECOND- HALF YEARLY REPORT**

Name of Research Scholar	<b>Priya Nair</b>
Name of the Faculty	<b>Management</b>
Topic of Ph. D. Work	<b>CHALLENGES AND OPPORTUNITIES FOR OTT PLATFORM IN COMPARISON TO LINEAR PAY TV: AN EMPIRICAL RESEARCH</b>
Session of the Registration	<b>July 2019</b>
Research Guide/Supervisor's Name	<b>Dr. Vipul Jain</b>

### **I. Progress against Planned Work**

<b>Sr. No.</b>	<b>Duration</b>		<b>Planned Work</b>	<b>Actual Work</b>
	<b>From</b>	<b>To</b>		
1.	<b>25/Jan/2021</b>	<b>27/July/2021</b>	<b>Conduct a comprehensive literature review on the growth of OTT platforms and their impact on Pay-TV</b>	In order to gain a better understanding of the expansion of over-the-top (OTT) platforms, a comprehensive literature analysis was carried out, with a particular emphasis on the difficulties and possibilities associated with linear pay-TV. In this review, a variety of perspectives from various authors were included, highlighting both supportive and opposing points of view. In

				digitisation of the media business.
2.			<b>Providing Key Insights</b>	Key insights were developed on consumer behavior, focusing on how subscription video-on-demand models are replacing traditional pay-TV models. The analysis emphasized the need for companies to understand their target markets better, given the shift towards business-to-consumer (B2C) models in the industry.
3.			<b>Analysis of technological and network effects on OTT platform adoption</b>	Analyzed how digitization and network effects influence OTT platform adoption. This included examining the Electronic Program Guide, interactive platform interactions, and service digitization impacts. Discussed various factors affecting OTT adoption, such as internet availability and convenience, and how these factors create adoption challenges.
4.			<b>Conclusion</b>	It has been determined that it is necessary for over-the-top (OTT) platforms and linear pay-TV to coexist without conflict. Over-the-top (OTT) platforms were able to overcome problems in the Indian market by identifying research gaps and theoretical approaches that aided them. In order to evaluate the

				data provided evidence in favour of the coexistence of several media outlets.
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### **THIRD -HALF YEARLY REPORT**

Name of Research Scholar	<b>Priya Nair</b>
Name of the Faculty	<b>Management</b>
Topic of Ph. D. Work	<b>CHALLENGES AND OPPORTUNITIES FOR OTT PLATFORM IN COMPARISON TO LINEAR PAY TV: AN EMPIRICAL RESEARCH</b>
Session of the Registration	<b>July 2019</b>
Research Guide/Supervisor's Name	<b>Dr. Vipul Jain</b>

#### **I. Progress against Planned Work**

Sr. No.	Duration		Planned Work	Actual Work
	From	To		
1.	<b>28/July/2021</b>	<b>25/Jan/2022</b>	<b>Discuss research methodology and techniques used to resolve issues and analyze factors</b>	The research methodology was discussed in detail, focusing on the factors impacting OTT platform adoption compared to Linear Pay-TV. The study aimed to determine whether OTT services are a replacement or complementary to linear pay-TV in India and whether first-time



			<b>affecting OTT platforms</b>	users prefer OTT services. A non-probability sampling approach was used, targeting individuals in India aged 18 to 55 with internet connectivity
2.			<b>Providing Key Insights</b>	Key insights were developed based on past research, highlighting the critical role of audience preference in adopting OTT over traditional pay-TV. The study proposed that OTT services are a substitute for linear pay-TV in India, emphasizing the importance of research design and adequate sampling methods to ensure accurate representation of the target population.
3.			<b>Data collection and analysis using questionnaires and statistical methods</b>	Data collection was conducted using a structured questionnaire shared via social media networks for greater reach. Descriptive and correlational analysis approaches were used to analyze the data, including Average Score Analysis to determine respondents' opinions and one-sample t-tests to assess perceptions of platform usefulness. Factor analysis was performed to understand

				respondent diversity in commitment levels.
4.			<b>Statistical evaluation and hypothesis testing</b>	The collected data was coded, hypotheses tested, and statistically evaluated. Factor analysis and one-sample t-tests were employed to evaluate respondents' perceptions. Average Score Analysis helped determine the degree of opinion on various components of the study. Variables and constructs supporting the research model and hypotheses were recommended based on literature review conclusions.
5.			<b>Refinement of research model and construct identification</b>	The research model was refined, and constructs were identified to ensure effective application of Average Score Analysis. Adequate indicators per factor were established for model identification, and a precise description of constructs was provided to ascertain indicators.
			<b>Analysis of challenges and opportunities for OTT platforms</b>	Analyzed challenges and opportunities for OTT platforms compared to linear pay-TV. Findings highlighted the importance of understanding consumer preferences and

				market dynamics in driving OTT adoption. The analysis emphasized the significance of comprehensive data collection and statistical analysis in informing future studies.
			<b>Application of findings to further studies</b>	The information collected during this phase was organized and documented to support future studies. Insights and data were prepared for integration into subsequent research phases, focusing on the evolving media landscape and the competitive dynamics between OTT platforms and linear pay-TV.

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## **FOURTH- HALF YEARLY REPORT**

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Research Guide/Supervisor's Name	<b>Dr. Vipul Jain</b>

### **I. Progress against Planned Work**

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	<b>From</b>	<b>To</b>		
1.	<b>27/Jan/2022</b>	<b>29/July/2022</b>	<b>Analyze and interpret data to draw conclusions on OTT platforms vs. linear pay-TV</b>	Data collected was analyzed to draw conclusions on the challenges and opportunities for OTT platforms compared to linear pay-TV. The analysis focused on factors impacting OTT platform adoption, such as devices used, for media consumption, internet sources,

				streaming habits, password sharing, and user-friendly content. Hypotheses were tested to assess changes in television consumption patterns in India due to internet accessibility.
2.			<b>Providing Key Insights</b>	A number of important insights were supplied based on the results of the survey, which helped to refine the model of the study by classifying the variables into constructs. According to the findings of the study, there has been a discernible shift in watching patterns among respondents who have terminated their pay-TV subscriptions, as well as an apparent trend towards more online material streaming and downloading. There was a preference for streaming over linear television among younger consumers, notably among males between the ages of 18 and 24.
3.			<b>Conclusion and discussion of study findings</b>	The thesis concluded with a discussion of findings, highlighting significant

				discoveries related to consumer behavior and the increasing preference for OTT platforms. The study identified potential strategies for Pay-TV operators and OTT service providers, offering insights into market regulation and consumer preferences for streaming and binge-watching.
4.			<b>Recommendations and future research directions</b>	Recommendations for further research were made, emphasizing the need to explore strategies for linear pay-TV providers to remain competitive. The report suggested studying the competitive dynamics between OTT and linear TV, the impact of affordable broadband and devices, and consumer satisfaction with various platforms. The study aimed to determine whether OTT is an addition or replacement for linear pay-TV.

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