

The Growing Popularity of OTT Platform And Its Impact on The Younger Generation.

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Abstract

Indian cinema is one of the most entertainment sources in India. People from childhood to old age inspired and motivated with the contents and character of Indian cinema. Most people consider them as role model and get influenced with their ideas and thought. In brief it can be observed that the character, role and story of the movies, Play, serial impacts each and every one in some or the other way. In this contemporary age, the advancement of Indian cinema can be seen in the form of OTT platform i.e, Over the Top. There is a huge difference between the Primitive and modern method of entertainment. Young generation are more inclined towards Modern method of entertainment by subscribing into Netflix, Amazon Prime, Zee5, Hot star Voot etc. Each entertainment branch has their own significance, advantages and disadvantages. In this paper researcher object is to trace the difference among the primitive and modern method of entertainment and its impact on younger generation. Another object is to check the level of advantages and disadvantages of OTT Platform. Further to trace the future and approach of younger generation with regard to their health, carrier personal and social life in context of utility of OTT platform. Right from the time of PritviRaj Kapoor and Madhubala to Ranvir Kapoor and Alia Bhatt, Indian cinema is considered as one of the most entertainment and influential source for people. Hence the dialogue delivery, content, character, models style and clothes shall be in decent and non-vulgar form. In doing so one must surely take care about the privacy of individual and shall also follow the censorship, unfortunately this is absent in OTT platform and has a great negative impact on younger generation.

Keywords: Behavior, Censorship, Indian Cinema, Indecent Content, Over the top.

Introduction

A French Cinematographers known as Lumiere Brothers having excellence cinematic in Paris, arrived in India and showcased six films at the Watson Hotel in Mumbai in the year 1896. Indian Cinema was established on 1907 and Chaplin Cinema was the first cinema hall in India. Thereafter on 18th May 1912 the first Indian film was released named as Shree Pundalik, was one of the best silent movies in Marathi. Another silent film produced by Dadasaheb Phalke in the year 1913, known as King Harish Chandra and also considered as first actor in India. Not only this Dadasaheb Phalke was also known as father of Indian Cinema. From the age old to current time, Indian cinema has served excellence in their field by serving various styles, methods, adoption of technology, animation etc. to their viewers. It consists of romantic, thriller, comedy to horror movie. Each decade of Indian cinema was considered as best to entertain the viewers without compromising on decency, morality and ethics.

The content, dialogue delivery of that time was so much wholesome, decent that people of all age group enjoy watching movies together. From black and white movie to color movies and now 2D to 4 D and animated movies Indian cinema has crossed the entire threshold and has set a benchmark in excellence.

OTT stands for “Over the Top” and refers to any streaming service that delivers content over the internet.¹ In the year 2008 Reliance entertainment has launched first OTT platform in India, known as BigFlix. This OTT platform has started growing moderately since 2013 and has reached to peak

¹ <https://www.adjust.com>

during lockdown in the year 2020. The high quality and Unique content at economical rate in multi-language had attracted the young generation and adult group enormously. The fan following of OTT and its popularity among youth is increasing day by day; it seems that in few years its popularity and usage will cross the level of other foreign countries like America and China.

Difference among conventional and modern method of entertainment and its impact on younger generation.

There has been a shift in the times when there was existence of traditional entertainment method i.e. cinema and the conventional method of entertainment i.e. OTT platform. It can be analyzed hereunder. During those days people used to wait till Friday for releasing the movie. Once the movie gets released, they can see the movie and for seeing the movie they need to purchase the ticket. Even the cinema halls were very limited and shows timings were also very limited. People interested to watch the movie had to wait for two to three days just to see their favorite movie. But nowadays, with the advent of OTT platform, it is made very easy for everyone to view picture as per their convenient time and in the convenient places. Persons are no more required to buy a ticket, they just need to subscribe a monthly reasonable package. The cost of the tickets actually that time as compared to the salary was very high but now if you compare with the Netflix or any other OTT platform, subscription charges, are very less. Apart from that, in cinema halls there are limited seats and on one ticket one individual can watch the movie once only. On the contrary, on OTT platform, one can stream any content number of times and with as many persons they want to.

Earlier, when we see the Indian cinema, there was a censorship and because of censorship decency, morality and ethics used to be maintained so that people can view movies along with their family members. It was a good time for everyone. But now a day we cannot say the same for the OTT platform. There is no censorship and privacy policy has been not strictly followed and many bold scenes and abusing languages have been used. There is lot of violence and sexual content shown in the movie. Watching along with the family members is not now that easy or people are not comfortable to see movie along with the family members as the web series are based on vulgar content as well as use of indecent language. The content covered under this is sometime objectionable and not suitable for the younger generation to know about many things as per their age.

During the primitive times when the movies were been released in the theatres people used to stand in a queue and collect tickets for themselves and even for other people. However, since the time, OTT has been introduced in the present time, payments have been done in the digital mode and there are chances that online fraud like cybercrime can be committed easily. The reason being that, India being a country where cyber laws are not been regulated precisely, there are bright chances that cybercrimes like credit card fraud, automated payment and phishing can be committed.

Impact on youth

1. Lack of concentration in studies

Since, there is easy access and availability of Wi-Fi and internet at every house and even at workplace, it becomes easier for an individual, especially the youth and adolescents to get access to OTT platform. This not only wastes the time of an individual, but also declines their intellectual capacity. Continuous addiction to OTT and web series also results in not concentrating in the studies. This in turn affects the academic curriculum and also loss of health due to diminishing interest in outside sports.

2. Lack of focus in the professional front

It is also been witnessed during the times of lockdown and pandemic, that the people used to work from home. Owing to this, it had become a daily routine for people to watch web series online to pass their time as they had no access to the outer world. Even during the present times, when the offices are opening and people are travelling throughout, it is seen that the social relations among people are diminishing. There is lack of focus in the professional front

and at personal relations as well. The persons who continuously watch web series not only waste their time but also underutilize their intellectual capacity. Apart from this, persons who binge watch are not being able to communicate with humans and it has become quite difficult for them to develop their professional and communicative skills. Also, in the present times, it is witnessed that social media platforms and web series have now become an escape from problem without any solutions. Persons who are unable to tackle their personal as well as professional stressful schedule tend to depend and become addicted to the web series and OTT platform to pass their time and escape from stress.

3. Over influenced by characters which affect their behavior

Since OTT platform is available to all the people irrespective of which generation they belong to, there are bright chances that the adolescents and the youth generation get easy access to watch web series online. Owing to the fact that the adolescence is quite sensitive in nature and they easily grasp knowledge from their surroundings, there are bright chances that the web series or any other online streaming which they watch will influence them. Also, most of the times the adolescents are over influenced by the characters which in turn affects them and their behavior. For instance, it can be seen that a young teenage girl can get easily influenced by a pop star or an actress and start dressing as per her choice and manner of dressing. There are bright chances that one can get easily influenced on the materialistic side as well.

4. Losing decency, respect and morality

As stated earlier, web series and other OTT platforms have become so easily accessible to the younger generations and the adolescents, that there are changes in their behavior. The reason being behind it is that they get easily influenced by the characters. Due to such influence, they tend to adopt indecent language, loose decency, respect and morality in their culture. The content being displayed on OTT platform is uncensored. It is easier for the younger generations to learn filthy language and even learn behaviors which are contrary to their culture. They absorb the virtual world culture and tend to dilute decency, respect and morality, which is inculcated in them since the childhood by the society.

5. Exposure to new culture and behavioralism

The content displayed on OTT platform is sometimes having its belongingness globally. This international exposure also helps to expand the views and perspective of people when they watch documentaries and other information. It has also been witnessed that web series do not confine themselves territory wise. It is simple to make the people and the specially the youth more aware and sensitive about different cultures and issues prevailing in different nations. It is a tool which assists to expand the awareness to different perspectives and understand other social and political issues as well.

6. Due to easy access of internet, easy access to restricted content

Violence, use of vulgar language and sex are exaggerated in these web series in the name of authentic presentation of the real world, while morality is often compromised leading to negative impact on audience mind. When grooming age youth would more focus the web series it mean they are learning a lot of things from web series. In fact, the analysis shows that majority of youth psychological affected through web series. Web series are not only changing their behavior toward aggressive but also changing their language and language is most important part of any culture. Smoking, Drinking habits are fast increasing in youth. More use of web series as source of entertainment than the other physical activities. Obesity, depression, eyes disorders are commonly seen in youths.

7. Easy introduction to new knowledge and learning techniques

It is also agreeable that the youths when been exposed properly to the OTT platforms, they can watch movies, they can watch web series, they can watch documentaries and this will help them in improving their vocabulary and gain knowledge. Since OTT platform provides a wide range of drama and also many documentaries, these documentaries are very informative and interesting. It assists in creating among the youth a topic of interest related to learning. The content being easily available across the world, access to OTT platform helps an individual to expand his knowledge about people, about culture practices and society. The selective picking out of good things will indirectly imply that much better life of an individual, especially youth can be groomed.

8. Tackling boredom and stress

OTT platform, especially during the COVID- 19 lockdown has assisted individual for entertainment and leisure. OTT platforms like Netflix, Amazon prime, hot star and others have helped to pass time in an enjoyable way and also made people relax during the panic times. It is easy for an individual to pass time by watching a movie and unwinding a day as a way of relaxation and chilling for some amount of time. It is also been witnessed that it is helpful in distressing and it is a boredom buster after a tiring day for an individual. Many of the individuals had switch themselves on web series to deal with boredom during lock down are also considered as an escape from all the stresses of life and the mind doesn't wonder of during the time when the person is stressed.

9. Introduction of new ventures

Since OTT platform is beyond culture, territory and states, an individual gets exposure to enter into new business ventures, both at domestic as well as at global level for expansion of their business and small ventures. It is also an opportunity for the youngsters to get access to a platform where they can show their talent and initiate a new career for themselves.

10. Health issues

Addictive use of digital media may have negative impacts including poor sleep, risk for cardiovascular diseases, impaired vision and eyes strain which includes many symptoms like headaches, sore neck/shoulders/back, watery or dry eyes and burning/itching of eyes. There are arising health issues due to over usage of digital media.

Advantages & Disadvantages of OTT Platform**Advantages****1. Opportunity to new Artist**

Due to streaming of web series and other documentaries on OTT platform, there is generation of opportunities for young artists and entrepreneurs. The reason being behind that OTT platform assists an individual to expose themselves to a platform globally.

2. Employment

With the growth of OTT platform, there has been increase in the employment rate in the IT and entertainment sector as well. There has been an economic bloom in the IT sector. Search of young and talented youth and new abilities has also led to growth in the employment rate.

3. Economic growth

After the OTT platform has introduced a variety of web series and documentaries, which are knowledgeable as well as creates curiosity among the viewers, people tend to subscribe to such channels and pay the subscription charges. This has indirectly led to economic growth. Fan following has increased and their profit ratio has also been increased. This has led to positive impact on the economic front of our nation.

4. HD quality content at cheaper rate

Since OTT platform provides streaming of good quality content at the comfort of one's home, it has become easier for the subscribers to stream HD quality content at a cheaper rate. The subscription charges are quite minimal and the subscribers, especially youth tend to take subscription for availability of variety of content to watch. The same subscription ID is then also shared among friends and family for optimum utilization.

5. Flexibility

While cinemas have a fixed time and date of release of any movie, it becomes quite difficult for the viewers to adjust accordingly. Also, there are long queue outside the cinema houses for ticket booking and black marketing of the tickets prevails, if they are not available. When tickets are booked online, many a times the seats are displayed as full, making it difficult for an individual to reach out. On the contrary, on OTT platform viewers can view content at any time according to their time and comfort and as per their work schedule.

6. Geographically

OTT platform releases content globally which becomes easier for the views to access to various different shows, various different content with the variety and options to watch from. But, cinemas only give you a particular movie at a particular time. OTT platform provides you a variety of geographically radiated content and assist us to gain more knowledge. For instance, one individual residing in India can easily watch a show from US or any other nation.

7. Various content in one platform like sports, web series, latest movies etc.

You get a variety of content to watch on OTT platform. Whereas, when you visit to cinema you have to watch only one movie with less options to watch from. However, on the contrary, the viewers here can choose which thing they want to watch or ignore. For instance, watching IPL, Foot ball match or any other sport as per the individual choice can also be one of the choices of the individual.

8. Break to nepotism

In Indian cinema, the star kids are getting easy access to get themselves introduced to the limelight and get to act in movies. On the other hand, there stands discrimination against the new talent and outside the limelight clan of budding actors. With the advent of OTT platform, there is opportunity generated for the budding and aspiring individuals to pursue their dreams and utilize their talent.

Disadvantage

1. Waste of time due to excess content

OTT platform can cause addiction, especially in the younger generation because it creates a sense of excitement and thrill in them and they want to watch the next episode. This leads to waste of time and there is a new concept of binge watching which has evolved during this period. With continuous eyes on the screen, the people have lack of concentration in their professional as well as in the education front.

2. Health problem

Watching web series continuously without any break, which is also known as binge watching has created havoc on the health and individual. Blurred vision, irritated eye, dry eyes, lack of sleep, tiredness and lack of concentration has led to health issues. Apart from this, watching the screens continuously back-to-back has created weak eyesight and also has led to migraine, headache and a lot of other health issues.

3. Affects language and thought process

Web series played huge impact on the language and culture of the younger generations. The youth are so fascinated and addicted to the language, the culture, the manner in which the characters display the scenes that they tend to copy them, imitate them and sometimes also use the language used by them. Web series generally have uncensored language and the younger generations have easy access to it due to availability of internet.

4. Copyright issue

Since there is lack of legislative enactment in relation to copyright laws, there are bright chances that the copyright rights of the individual who holds copyright gets infringed. The copyright holder also has to face the cumbersome legal process. Once copyright infringement is proved, criminal liability arises.

5. No legislation

However, there are evolving in the Indian legislative history but due to lack of enactment of these laws, there is a short coming to regulate the content which is depicted in the OTT platform. With the growth and popularity of usage and accessibility of OTT platform, there is an urgent need to make laws, rules or regulation to regularize the modus operandi of OTT platform.

6. No accountability

There stands no specifically made authority to hold accountable when the web series are being streamed online and there are also chances that the youth generations take advantage of it and get ideas to influence the day-to-day life. There are lesser strictly enacted laws in the India, so it becomes easy for the person to escape from the clutches of legislative enactment.

7. Slow and interrupted network

Many of the time it is also observed that due to poor connectivity of internet or network issues, one finds hurdle in watching movies or any favorite shows, due to continuous buffer or slow streaming.

Role of Legislation

In India OTT platform is yet not having any regulatory authority. Unlike other media platform OTT platform is comparatively fresh in India. Its growing popularity among youth shows an urgent need to formulate rules and regulation for prevention, control and accountability of this platform. The content cover under OTT platform is more of sensitive and fearless and the language used is mostly abusive. Hence immediate establishment of law is the need of an hour. This will not only regulate the OTT platform but also been proved effective for the welfare of society in order to maintain the culture. The present government has shown the willingness on numerous occasions to intact the Indian culture and values. It is in this context; the ministry of Information and Broadcast (MIB) has emphasized on certain kind of regulation of OTT Platforms to rationalize the sector and convened consultations with numerous stakeholders. In this background, the MIB recently notified the Information Technology (Guidelines for Intermediaries and Digital Media Ethics Code) Rules 2021 (Rules). The new rules seek to maintain a balance between self-regulation and government control.²

Suggestion / Preventive method

1. Content cover under OTT platform must be free from violence, abusive language and objectionable material.
2. Web series or any film shown under OTT platform must have censorship certificate.
3. Regulating authority need to be established for maintain rules and regulation for this platform.
4. Privacy policy and accountability need to be maintained.
5. Strict action to be taken against infringement of copyright Act.
6. More of learning, sports, cultural, spiritual and educational content to be shown by this Platform.
7. Age restriction to be there to watch certain objectionable material.

Conclusion

With the advent of OTT platform and its tremendous growth in a short period of time, depicts its importance among youth and adult groups. Demand of OTT platform is slowly overtaking the conventional cinematic experiences and its popularity. The present and the upcoming generations have lost interest in interacting at a social platform through cinema, rather choose to remain indoors at their comfort zone on couches and travel throughout the globe using their screens. There is a shift in the use of technology as well. It can be seen how technology was used in the earlier times as a

²<https://udayindia.in/impact-of-ott-platforms-on-youth/>

medium of utility, and in the present time is considered to have a house in itself. OTT platform has both the negative and positive impact on the generation. On one hand it enriches an individual with knowledge, but also feeds an adolescent mind with indecent and uncensored material. Whether these platforms will completely overtake traditional T.V or theatres is still unclear and debatable, however it is certain that it has changed the way we consume entertainment today.³ There stands no objective to discard the utility of OTT, rather there be an establishment of proper regulatory mechanism. Hence, one must use the same wisely and without hampering oneself and the society.

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