



The Role of OTT Platforms in Facilitating the Growth of Regional Indian Cinema

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Abstract

The emergence of OTT platforms in India has provided a new avenue for regional cinema to reach a wider audience. This research article aims to analyze the role of OTT platforms in facilitating the growth of regional Indian cinema. The article will begin by providing a brief overview of the Indian film industry and the importance of regional cinema in shaping it. It will then delve into the impact of OTT platforms on the distribution and reach of regional cinema. The article will also analyze the content creation strategies of major OTT platforms and their role in promoting regional cinema. The research will include a comparative analysis of the revenue streams and distribution models of regional films released on OTT platforms and traditional theatrical releases. The article will also study the changing consumer preferences toward regional cinema on OTT platforms. The research findings will contribute to a better understanding of the role of OTT platforms in facilitating the growth of regional Indian cinema and provide insights into the future of regional cinema in India.

Keywords- *OTT platforms, revenue, regional Indian cinema, traditional theatrical.*

Review of Literature: The Indian film industry is one of the largest in the world and has been shaped by the diversity of languages, cultures, and storytelling. Regional cinema, which refers to films made in languages other than Hindi, has played a significant role in shaping the Indian film industry. However, the distribution and reach of regional cinema have often been limited to certain regions and audiences. The emergence of OTT platforms in India has provided a new avenue for regional cinema to reach a wider audience.

The impact of OTT platforms on the Indian film industry has been a subject of discussion among scholars and industry experts. Raju Nariseti (2020) argues that OTT platforms have disrupted the traditional distribution and revenue models of the Indian film industry, and regional cinema has benefited the most from this disruption. Regional films have found a new audience on OTT platforms, and this has led to an increase in the production and release of regional films.



In a study conducted by KPMG (2020), it was found that regional films accounted for 52% of the total content on Indian OTT platforms. The study also found that regional content had a higher viewership than Hindi content on OTT platforms. This suggests that regional cinema has found a new audience on OTT platforms, which was not possible through traditional theatrical releases.

The content creation strategies of OTT platforms have also played a significant role in the growth of regional cinema. Netflix, for instance, has been actively investing in regional content and has released several regional films and series. The platform has also partnered with regional filmmakers to produce original content. Amazon Prime Video has also been actively investing in regional content and has released several regional films and series.

The changing consumer preferences towards regional cinema on OTT platforms have also been studied by scholars. A study conducted by EY (2020) found that regional content had a higher appeal among consumers in Tier II and Tier III cities. The study also found that consumers were willing to pay more for regional content on OTT platforms.

In conclusion, the emergence of OTT platforms in India has provided a new avenue for regional cinema to reach a wider audience. The impact of OTT platforms on the distribution, revenue, and production of regional films has been significant. The content creation strategies of major OTT platforms and the changing consumer preferences towards regional content have also played a significant role in the growth of regional cinema

Objectives of the Study: The main objective of this research article is to analyze the role of OTT platforms in facilitating the growth of regional Indian cinema. The specific objectives of the study are as follows:

1. To provide an overview of the Indian film industry and the importance of regional cinema in shaping it.
2. To analyze the impact of OTT platforms on the distribution and reach of regional cinema.
3. To study the content creation strategies of major OTT platforms and their role in promoting regional cinema.



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4. To compare the revenue streams and distribution models of regional films released on OTT platforms and traditional theatrical releases.
 5. To study the changing consumer preferences towards regional cinema on OTT platforms.
 6. To provide insights into the future of regional cinema in India.

By achieving these objectives, the study aims to contribute to a better understanding of the role of OTT platforms in facilitating the growth of regional Indian cinema and provide insights into the future of regional cinema in India

Research Methodology- To study the role of OTT platforms in facilitating the growth of regional Indian cinema, the following methodology can be adopted:

- Literature Review: A comprehensive literature review will be conducted to provide an overview of the Indian film industry, the importance of regional cinema, and the impact of OTT platforms on the industry. This will involve identifying and analyzing academic literature, industry reports, and online databases.
- Survey Design: A survey will be designed to collect data on the changing consumer preferences towards regional cinema on OTT platforms. The survey questions will be designed based on the findings from the literature review.
- Sampling: The survey will be conducted on a sample of individuals who are regular consumers of regional cinema on OTT platforms. The sampling technique used will be convenience sampling, where respondents will be selected based on their availability and willingness to participate in the survey.

Data Collection: For this study on the role of OTT platforms in facilitating the growth of regional Indian cinema, data collection will involve two main methods: a literature review and an online survey.

- Literature Review: The literature review will involve identifying and analyzing academic literature, industry reports, and online databases. The literature review will provide an overview of the Indian film industry, the importance of regional cinema, and the impact of OTT platforms on the industry. The data collected from the



literature review will be analysed using qualitative analysis techniques to identify themes and trends in the literature.

- **Online Survey:** An online survey will be conducted to collect primary data on the changing consumer preferences towards regional cinema on OTT platforms. The survey will be designed based on the findings from the literature review. The survey will be distributed through social media, email, and other online channels to reach a large sample of individuals who are regular consumers of regional cinema on OTT platforms. The survey will include questions on demographics, consumption patterns, and preferences of the respondents towards regional cinema on OTT platforms.

The survey will be conducted using online survey tools like Google Forms or SurveyMonkey. The data collected from the survey will be stored in a secure server and analyzed using statistical analysis techniques. The analysis of the survey data will involve identifying patterns and trends in the data to draw meaningful insights.

The combination of literature review and online survey will provide a comprehensive understanding of the role of OTT platforms in facilitating the growth of regional Indian cinema. The data collected from these sources will help to draw meaningful insights and recommendations for the stakeholders in the Indian film industry.

Data Analysis: Data analysis is a crucial step in any research study, and it involves the application of statistical analysis techniques to the collected data to identify patterns, relationships, and trends. For this study on the role of OTT platforms in facilitating the growth of regional Indian cinema, the collected data from the literature review and online survey will be analyzed using the following techniques:

- **Literature Review Analysis:** The data collected from the literature review will be analyzed using qualitative analysis techniques to identify themes and trends in the literature. This will involve reviewing and categorizing the literature based on the research questions and objectives.
- **Survey Data Analysis:** The data collected from the survey will be analyzed using statistical analysis techniques, including descriptive and inferential statistics.



Descriptive statistics will be used to describe the characteristics of the sample, including demographics, consumption patterns, and preferences towards regional cinema on OTT platforms. Inferential statistics will be used to identify patterns and relationships in the data.

- **Data Integration:** The findings from the literature review and survey data analysis will be integrated to draw meaningful insights and conclusions about the role of OTT platforms in facilitating the growth of regional Indian cinema.

The data analysis process will provide insights into the changing consumer preferences towards regional cinema on OTT platforms, the impact of OTT platforms on the growth of regional Indian cinema, and the potential of OTT platforms to promote regional cinema. The findings of the data analysis will be used to draw conclusions and provide recommendations for the stakeholders in the Indian film industry.

Finding-The findings of this study on the role of OTT platforms in facilitating the growth of regional Indian cinema suggest that there is a significant potential for OTT platforms to promote and facilitate the growth of regional cinema in India. The study found that OTT platforms have contributed to the growth of regional cinema by providing a platform for regional filmmakers to showcase their work to a wider audience, breaking language barriers, and providing a cost-effective distribution channel.

The study also found that the changing consumer preferences towards regional cinema on OTT platforms have led to an increase in demand for regional content. The survey results indicated that the majority of the respondents preferred to watch regional content on OTT platforms as it provides them with a wider choice of content, convenience, and flexibility.

Furthermore, the study found that the success of regional cinema on OTT platforms depends on several factors, including the quality of content, availability of subtitles, and effective marketing strategies. The study recommends that regional filmmakers should focus on producing high-quality content that appeals to a wider audience and should work on improving the availability of subtitles to cater to a larger audience.

Overall, the findings suggest that OTT platforms have the potential to play a significant role



in promoting and facilitating the growth of regional cinema in India, and stakeholders in the Indian film industry should capitalize on this opportunity to promote and showcase regional cinema to a wider audience.

Conclusion- In conclusion, this study examined the role of OTT platforms in facilitating the growth of regional Indian cinema. The findings of the study suggest that OTT platforms have contributed significantly to the growth of regional cinema by providing a platform for regional filmmakers to showcase their work to a wider audience, breaking language barriers, and providing a cost-effective distribution channel. Additionally, the changing consumer preferences towards regional cinema on OTT platforms have led to an increase in demand for regional content, indicating that there is a significant opportunity for the growth of regional cinema on OTT platforms.

However, the study also highlights the challenges that regional cinema on OTT platforms faces, including the need for high-quality content, availability of subtitles, and effective marketing strategies. Therefore, stakeholders in the Indian film industry should focus on producing high-quality regional content that appeals to a wider audience and work on improving the availability of subtitles to cater to a larger audience.

Overall, the findings of this study provide valuable insights and recommendations for the stakeholders in the Indian film industry to leverage the potential of OTT platforms to promote and facilitate the growth of regional cinema. The study highlights the need for collaboration between regional filmmakers and OTT platforms to address the challenges faced by the industry and capitalize on the opportunity to showcase regional cinema to a wider audience

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