

# Comparative Study of Viewership of Indian Premier League (IPL) Matches on Disney+ Hotstar and Star Sports among the Gen Z Audiences in Bangalore

**Dr. K.S. Lakshmi**

Associate Professor & HoD, Department of Management, ISBR College, Bangalore, India

Email id: lakshmi.ks@isbr.in

**Rahul Agarwal, Gitanshu Sharma, Aarish Irshad**

MBA Students, ISBR College, Bangalore, India

Email id: rahul.mb20022@isbr.in

Email id: gitanshu.mb20001@isbr.in

Email id: aarish.mb20014@isbr.in

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**\*Author for correspondence:**

Dr. K.S. Lakshmi  Associate Professor, ISBR College

## Abstract

Over-the-top (OTT) video platforms have rapidly become a part of the viewer's entertainment time and have been giving a stiff competition to the traditional modes of entertainment. With its creation and far and wide presentation into the economy approximately six years ago and with Disney taking over it, Disney+ Hotstar is one of the most booming OTT applications. The sheer variety of content to choose from, cheap availability of phones, and data and with seven different languages to listen to and different audience engagement techniques have made it Gen Z's go to choice for Indian Premier League (IPL) matches. With IPL being celebrated as festivals in India and people not missing a single episode of it has made it a multi-billion dollar sport. Our study focuses on the shifting of Gen Z's from television to Disney+ Hotstar for watching IPL matches. Quite possibly, Disney+ Hotstar is the most utilized streaming application in India that has changed the manner in which Indians watch their favorite TV shows and favorite sports. In this descriptive study taken among the Gen Z viewers, the impact of digital trends in the entertainment industry, the reasons for shifting from traditional to digital media were examined. The preferences for Star Sports to watch IPL were also studied.

**Keywords:** Disney+ Hotstar, Gen Z, IPL, Entertainment, India

## 1. Introduction

In the year 2008, a new tournament was introduced to the cricket fans that turned out to be the treasure revenue for many ventures, that was the Indian Premier League better known as IPL. It is the biggest domestic cricket league on the globe played in the professional Twenty20 league where players from different countries are auctioned and represent their respective teams. Star Sports is an Indian channel owned by the Star India which now is better known for its sport streaming especially for cricket. The Board of Control for Cricket in India (BCCI), India's main cricket regulatory body, created the IPL on 14 September 2007, modelled after the English Premier League and the National Basketball League (NBA) in the United States. It took a leap in its popularity when more audiences got connected with cricket and changed the satellite numbers of viewers (Sinha, 2009).

Pathak (2018) observes that this year was the 14th season of the IPL and this tournament has been a table-turning scenario in the digital space as cricket is celebrated like a festival in many parts of India. It connected other countries too with it as digital media bridged the gap for the cricket fans. The industry of entertainment has never been static. Every decade has had a shift in entertainment in terms of both form and format. Today's entertainment format is extremely different from previous formats, and it is always growing. Today's buzzword in the entertainment industry is "over-the-top (OTT)". It also signifies that entertainment is everywhere and though the adaptation has brought a significant change in the OTT platforms and introduced the widespread phenomenon, and has brought radical transformations in the entertainment industry. (Business Today, 2018). Earlier the OTT platforms were only subscribed for watching movies, there was hardly any series also for the entertainment purpose. The access was only to the limited category of people that is who can afford the package of the subscription as it was too high for a middle-class man to afford the package, so they had only access to the television channels, but after that when the Reliance Jio came into existence it changed the picture and took the advantage by giving the cheap packs to the audience, it tried to build the relationship between the audience and the entertainment which it achieved by collaborating it with Disney+ Hotstar, (Business Today, 2018)

IPL got international recognition when its copyrights were sold to many other countries like Australia, Singapore, Sri Lanka, New Zealand, Hong Kong, UAE etc. IPL 2021 gave a large amount of viewership around the world. The star player in India under the category of OTT platforms is Disney+ Hotstar which took the limelight when people started adapting the more comfortable view for their ideal.

According to Das Gupta (2019), Star India won the IPL global media rights for Rs. 16,347 crores for five years. Said an interesting trend has emerged: there has been a significant increase in the amount of time spent on watching matches on OTT streaming channels without a negative effect on IPL TV viewership, indicating that new viewers are coming in. As a result, while viewers used Disney+ Hotstar and its digital channel to watch the IPL in the year 2019, 15 billion minutes' usage by consumers to see IPL while, the amount of time spent by TV viewers was a stable around 110 billion minutes. The sources further claimed that to watch one match one gigabyte (GB) of data is used. The consumers could not afford to watch the match on a streaming platform when the tariff was about

Rs. 185 per GB. However, thanks to Jio, the price has dropped by up to 95% to less than Rs. 10 per GB. They gave a gift to their consumers by reducing the pack and making it affordable for them. By providing the lower data packs, they saw a changing trend amongst the audience and claimed that there will be an increase to the amount of time that viewers spend on digital platforms to see the IPL matches would go up 20–25% of overall viewing minutes (TV and digital). Though after 2019 the pandemic was hit to the world and IPL was delayed but it created more excitement among the viewers.

In an article by Saini (2021), the author narrates: The matches were conducted in UAE in the month of September to November, though it was late from the expected date but still according to Toffler's reports, Novi Digital Entertainment parent company of Disney+ Hotstar income grew to 1628 crores in FY2020 from 1123 crores in the previous year. Even their losses were significantly minimized, from 554.38 crores to 361.8 crores. According to financial analysts, the broadcaster rendered approximately Rs. 2300 to Rs. 2400 crores in ad revenue from television. Despite the impact of the pandemic on marketing revenues, the broadcaster was able to attain last year's figures, which were close to Rs. 2000 crores, and reach Rs. 2100 crores this year. Mahendra (2021) observes: whereas in the year 2021 the platforms were expected to generate advertising revenue of Rs. 3600 crores to Rs. 3800 crores for Star Sports, the sports channel owned by Walt Disney Company India (IPL). Disney+ Hotstar's ad revenue is included in this. The T20 tournament has seen a 14–15% rise in ad prices this year, despite a short gap from last year. Digital platform is that type of OTT platform which allows the audience to access the entertainment whenever they want and whatever they want. The digital platform has taken the advantage of the youth in the 21st century and is trying to succeed the race of entertainment by old versions of entertainment that is, our television boxes. Aggarwal (2016): the digital platform brought wide-ranging change amongst the viewers of entertainment as it challenged the traditional way of viewing and presenting the programs. It raised the benchmark for OTT platforms by filling the demand of the viewers by providing the content in their own languages too. By changing the scenario of drawing rooms, it engaged its audience in the matches by giving their pictures or small clippings during the match. People opted for the facility to carry the entertainment with themselves to different parts of the world. The exhaustive change allowed the owners of the ventures to feast one's eye on changing drift of entertainment and furnish the audience with the best fashion of entertainment and save time. As a result, digital media has become a pronouncement style for audiences and professional undertakings too.

After the digitalization, the revenue earned was increased from advertisements, and even the new subscribers were also added on Disney+ Hotstar. Even during the lockdown people saw exciting change in numbers and tried to prove that when there is change in technology, people can accept it even though there was a pandemic situation there was IPL.

Dixit (2017) in her study seeks to explore the changing scenario of the IPL due to change in many factors from time to time. Star India won the IPL media rights by bidding the auction amount of 16,347 crores and defeated Facebook and others in the race on 18 September 2017. To attract more customers Disney+ Hotstar earlier showed the free

matches without any subscription until 2020. In 2016 it had 80 million users from 35 million in 2015.

**TABLE 1:** List of countries and the channels where IPL is being telecast.

Country name	Channel name
India	Star Sports (6 languages and 10 different channels)
Pakistan	Geo super (banned now)
Bangladesh	Channel 9
Afghanistan	Lemartv
Australia	Fox sports
South Africa	Super sports
New Zealand	Sky Sports
Hong Kong	Now TV
Singapore	Star hub
Caribbean	Flow TV
Sri Lanka	Star Cricket
Papua New Guinea	EMTV
UK	Sky sports cricket
Malaysia	Measat
UAE	BeIN Sport
United States	Willow TV

Source of table – <https://t20slam.com/ipl-live-telecast-channels->.

## 2. Review of Literature

Sundaravel and Elangovan (2020) in their analytical research on emergence and future of the OTT services in India, have elaborated on the emergence, the advantages, and the future of the streaming services in India. The authors described the various OTT services available, their growth factors, technology background, audience characteristics, content, and the censorship. They concluded with the future of OTT services in India, given that television still has a large base of viewership.

Nijhawan and Dahiya (2020) in their study said that many studies show that the market for on-demand content on OTT platforms is rising, as is customer demand for it. OTTs provide consumers with never-before-seen benefits, such as content selection, ease of access, and device/platform selection. According to an industry assessment by a reputable and global marketing research agency, the entry and uptake of OTT players has transformed the way we consume content. It is critical to comprehend the intrinsic relationship between mass media and its impact on society's social fabric in order to comprehend contemporary consumption trends and their influence.

Srivastava (2020), the author of this essay has attempted to investigate the factors that have contributed to the expansion of the online live match viewing, web series, and reality shows markets in India. The author also discusses the most popular OTT platforms as well as the types of online content that Indian viewers enjoy. They conclude by saying that the “content hungry” Indian customers who are short on time have accepted the online watching wholeheartedly. The cost is dropping and the improved internet data services have also had a role in a significant contribution to the expansion of the web series market.

Maintaining all this in mind, it's safe to say that online watching is a success. In the coming years, the market will grow at a rapid pace.

Kohli (2020): this study reveals that in India, streaming services are not just displacing traditional or cable *television*, but are also influencing the content of the film and television industries. The goal of this research is to see how Indian television and cinema are changing as a result of new internet platforms emerging, and how people are using these platforms to watch video material.

They concluded by saying that streaming services are not only displacing traditional or cable television in India, but they are also impacting the content of the film and television industries, according to this report. The purpose of this paper is to examine how Indian television and cinema are changing as a result of the emergence of new internet platforms, as well as how people are using these platforms to watch video content.

Kumari (2020) in her research on study on growth of OTT video services in India, she elaborates on the content consumption pattern, watching habits, the major barriers in adoption of OTT services, and the future of OTT services in India. The author describes the factors contributing to the growth of OTT platforms, preferred medium for consumption of content, the convenience provided by these OTT platforms, and the technological reasons for the significant growth of these OTT platforms in India. She concluded with suggesting the future of OTT services is bright in India as present users as well as non-users are willing to use OTT services in future.

Mahendher and Sharma (2021) in their qualitative and quantitative research on Impact of Covid-19 on Digital entertainment industry, have elaborated on the impacts of demographics and habitual behavior on OTT platforms, whether these platforms are customer friendly and child friendly or not and to know which platform has most number of subscribers and consumers. The author describes the extraordinary emergence of these viewership in these OTT platforms along with its pocket friendliness with respect to age and professions. They concluded with the awareness of child lock among parents and how profession impacts this along with focusing on the future of OTT platforms.

## 2.1. Statement of the Problem

One of the increasing trends that is observed is the growth of the OTT platform. There is a wide gamut of streaming services offered to the Indian audience. The IPL being one of the highest rated sport, is being telecast both in the OTT – Disney+ Hotstar and Star Sports. Hence it is to be seen to what extent the viewership is attributed to Disney+ Hotstar, given that the major audience still prefers to watch IPL on Television.

## 2.2. Objectives of the Study

- To Identify the reasons for the shift of Gen Z from Television to Disney+ Hotstar during IPL.
- To analyze to what extent Disney+ Hotstar is replacing Star Sports on Cable Tv.
- To find the economical factors that influence the purchase of Disney+ Hotstar.
- To examine the reasons for audience viewing IPL on Star Sports.

### 2.3. Scope of the Study

- Study is confined to the IPL matches that were telecast during the lockdown because of Covid-19 and does not consider the other reality shows or serials. It is pertaining to the features available in Disney+ Hotstar, the reasons for the shift from TV to live streaming and the cost factors that are involved in it.

### 2.4. Limitations of the Study

- Study had been taken among the gen Z viewers in Bangalore, results cannot be generalized to a tier II or a tier III city
- While conducting the study the IPL was stopped, the responses were given to the extent of the matches seen or viewed
- The study was among the Gen Z audience; the SEC classification has not been taken into account

## 3. Research Methodology

The descriptive research was conducted using a survey approach. The respondents were a group of people between the age of 15 and 30 who live in urban, semi-urban, and rural region. This survey was conducted during the month of April when IPL season was on and the survey took responses regarding the viewer's online and offline viewing patterns, their mode of engagement while watching the game, and the shortcomings of both the modes of watching.

Primary data was collected by means of online survey. Data was collected using Google Forms questionnaires while secondary data was collected from the industry reports and the journal articles pertaining to the topic.

### 3.1. Sample Plan

The sampling frame was predominantly the college and the school students of higher secondary. Convenience sampling method was adopted for getting the data. A total of 139 people under the Gen Z category responded to the survey. Though the study pertains to Gen Z, some audience in the sample were chosen from millennials since the study was about those who watched Star Sports television channel. The study assumed 90% confidence level and equal responses from all the respondents and an error of 6.5 of the true value (Kothari, 2009). 23 Samples were rejected for want of information/insufficient responses.

A structured undisguised questionnaire was used to gather the primary data. The questions were closed ended, dichotomous questions. Likert scale of 5,4,3,2,1 was used for the purpose of some questions for the parameters – strongly agree, agree, neutral, disagree, and strongly disagree. For one question, reverse coding in the Likert scale was used.

### 3.2. Data Analysis

Basic demographic information like age the requisite since we are surveying the Gen Z audience, gender – whether the shift of Gen Z from Star Sports to Disney+ Hotstar is related to a specific gender or is uniform across the gender, background – whether student or working, type of area of residence – to know whether the type of area – urban, rural, suburban would affect the choice of medium, type of medium used to watch IPL – Disney+ Hotstar or Star Sports, was inferred.

The data was analyzed through pie charts and bar graphs. Descriptive and inferential statistics were deployed.

For the purpose of analysis, SPSS version 28 was used.

Chi square and ANOVA were used given that the sample was split into two groups – the medium through which the audiences watched IPL matches.

Appropriate findings were derived, suggestions were given, and conclusion was drawn from the study.

### 3.3. Data Analysis and Interpretation

**TABLE 2:** Descriptive statistics according to age.

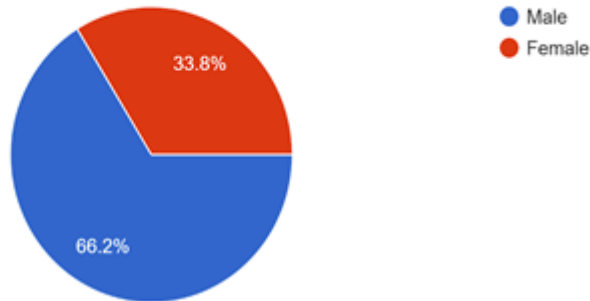
Descriptive Statistics									
	N	Range	Minimum	Maximum	Mean	Std. deviation	Skewness	Kurtosis	
	statistic	statistic	statistic	statistic	statistic	statistic	statistic	Std. error	Std. error
age	139	18	15	33	23.12	2.606	0.924	0.206	3.443
Valid N (listwise)	139								0.408

Source: authors' analysis

It is seen that out of 139 respondents, the minimum age was 15 and maximum was 33, the mean age was 23.12 years with a standard deviation of 2.606, thus indicating that most of the respondents fall under the age group of 21 to 25 years. The skewness of 0.924 indicates that is moderately skewed and positive value of kurtosis indicates that it is a leptokurtic distribution (Kothari, 2009).

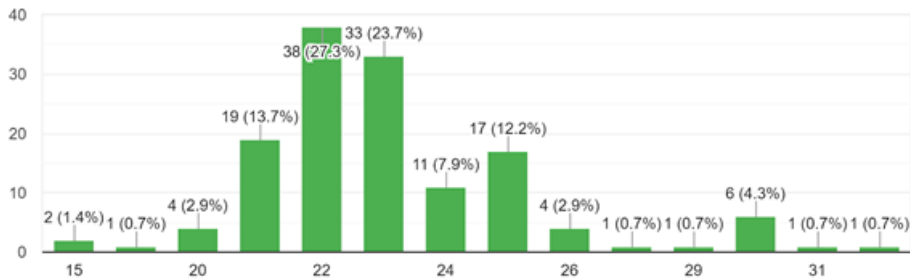
### 3.4. Data Analysis and Tabulation

1. Gender  
139 responses



Around 66.2% of the respondents were male and 33.8% were female.

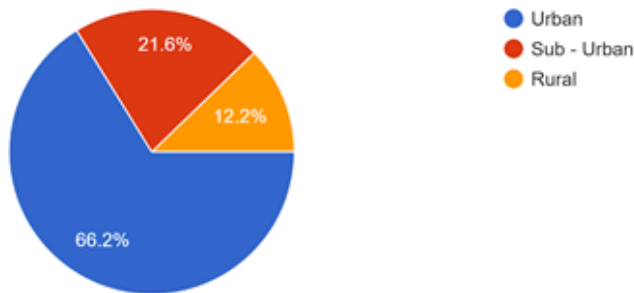
2. Age  
139 responses



Majority of the youngsters watching IPL matches are between the age of 21 and 25. This age group aggregates to 84.8% of our total survey out of which 27.3% are of age 22 and 23.7% are of age 23.

This shows that amongst the Gen Z population between the age of 21 and 25 are or can most likely shift to Disney+ Hotstar.

3. Type of Area where you live?  
139 responses

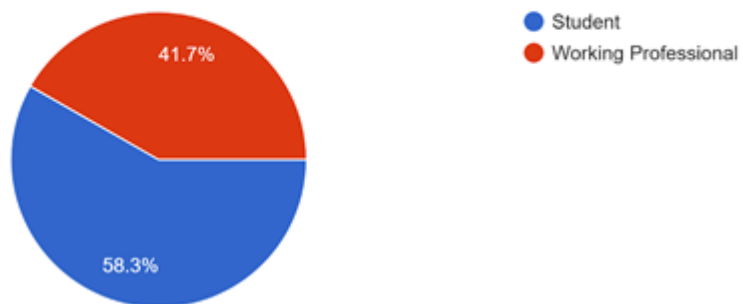




Out of all the respondents 66.2% live in urban areas that is 92 out of 139 respondents. About 21.6% live semi-urban and 12.2% live in rural areas. Thus majority respondents were from the urban areas.

#### 4. Background

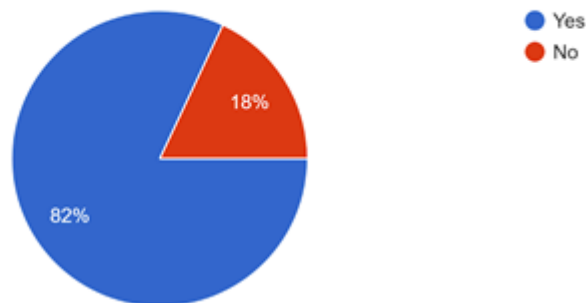
139 responses



About 58 of the respondents said that 41.7% are working professionals, whereas 81 of the respondents that is 58.3%, are students.

#### 5. Do you watch IPL matches?

139 responses

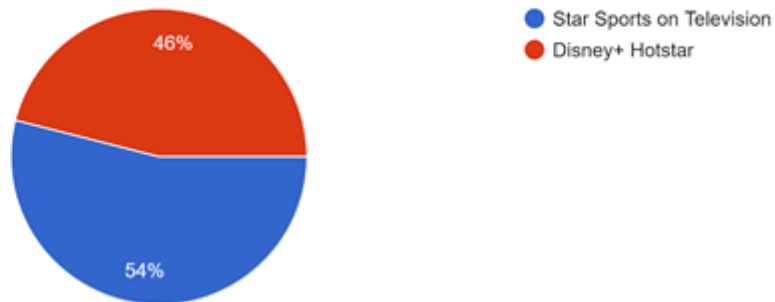


Through these questions we wanted to know what percentage of Gen Z are actually into watching the IPL properly and then accordingly we could study their behavior.

After the survey we got to know that a whopping 82% of the respondents are into watching the IPL regularly. That is 114 out 139 said yes to the question. The remaining 25 of the youngsters don't follow the IPL properly but do watch matches at random with their family or with friends. This only goes to show the craze of the IPL amongst the youngsters and also how well Star Sports and Disney+ Hotstar have done to penetrate the market even more.

## 6. In which medium do you prefer to watch the IPL matches?

139 responses

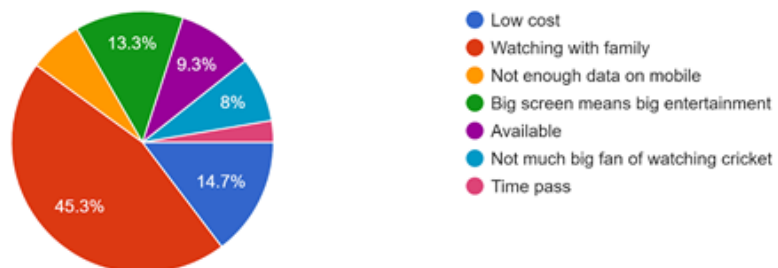


This was one of the most important questions that we had asked as we wanted to bifurcate our respondents according to the options they had chosen so that we could carry our survey forward.

The answer to this question was quite evenly poised as 54% of the respondents watch IPL on Star Sports while 46% watch it on Disney+ Hotstar. This goes to show that television is still the preferred mode of watching together with your family and friends but Disney+ Hotstar is also quickly catching up as trend shifts more towards OTT platforms and also the sheer amount of other content options that it provides.

## 7. What makes you watch IPL on star sports?

75 responses

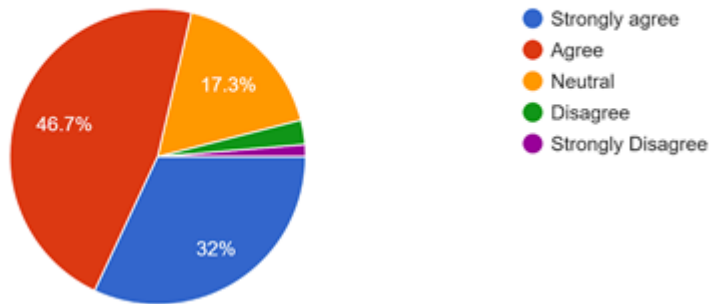


The first question we had asked after they had chosen Star Sports was what makes them IPL on television. Through this question we wanted to know their behavior and their reasons for watching the match over television. Out of 139 respondents 75 of them chose Star Sports as their mode of watching the IPL. The biggest reason for watching the matches over Star Sports was watching their families as given by the respondents. About 45.3% chose this option as it only goes to show how much still are people willing to use cable Television as it gives them the perfect family time.

About 14.3% also chose the option as Low cost which goes to show that Cable television is still budget friendly for most of the families. While 6.7% gave the reason for not having enough mobile data to watch the matches online. On giving the respondents the option of other we got answers like they prefer big screens to the matches on and lack of availability of Disney+ Hotstar option for some other reasons.

## 8. Do you feel that Star Sports has better clarity, better resolution?

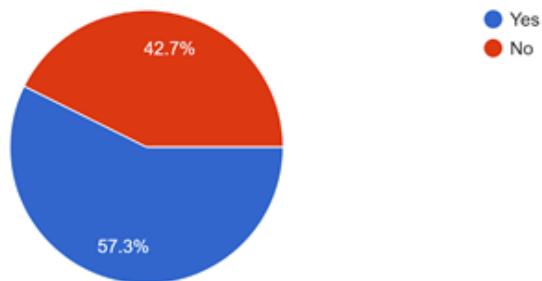
75 responses



The next we asked them was about the clarity and the resolution that Star Sports provides for Cable Television viewers. About 32% of the respondents said that Star Sports has great clarity and resolutions and the viewers are content, whereas 46.7% agreed to the question. About 17.3% were neutral about the statement and only 2.7% disagreed with the statement.

## 9. Do you indulge in other activates like writing, typing while watching IPL on Star Sports?

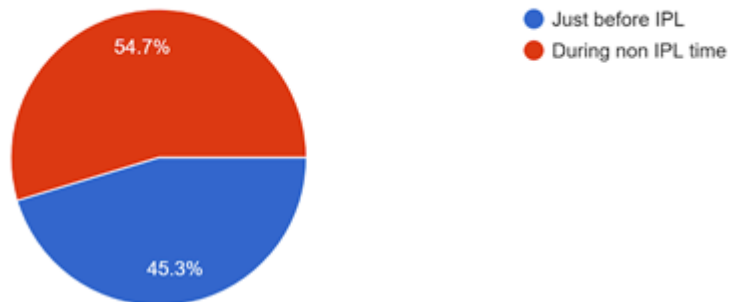
75 responses



Through this question we wanted to know whether viewers multitask while watching sports on the television. Out of 75 respondents 43 (57.3%) said yes, they do multitasking while watching IPL on television. While 32 of them (42.7%) said no they don't multitask while watching IPL.

### 7. When do you buy the Disney+ hotstar package?

64 responses

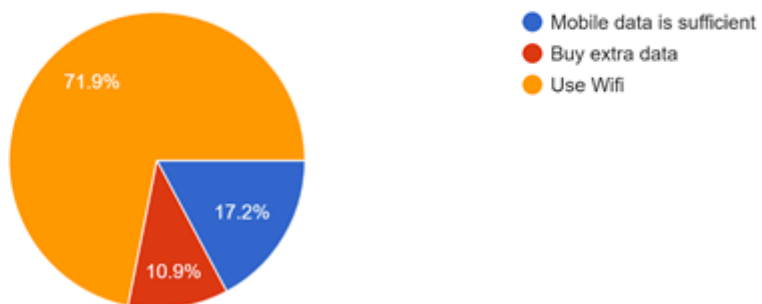


From this question we wanted to know the buying pattern of respondents of the subscription of Disney+ Hotstar. Whether they buy it just before IPL or during the off IPL season.

Out of 139 responses 64 chose as Disney+ Hotstar as their option. Out of those 64 respondents the chart depicted that 54.7% bought their subscription during the non-IPL season. This shows that maybe this is the changing trend that people are accepting as the wave of digitalization. About 45.3% bought their subscription just before the start of IPL, mainly to watch IPL.

### 8. Is normal data package sufficient, or do you buy extra data ?

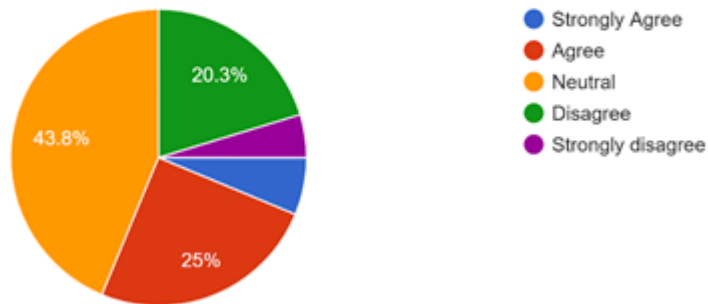
64 responses



In this question we asked about the data usage of the subscribers or the people who watch IPL on the application of Disney+ Hotstar. The response from the pie chart can be easily bifurcated among the users of the Wifi which are majority in the proportion that is 71.9%, whereas for 17.2% of subscribers the daily mobile data is sufficient, maybe they bought a change in the usage pattern and saved for the IPL matches and only 10.9% of the subscribers bought extra data for their entertainment.

### 9. Do you feel Disney+ hotstar packages is expensive for a middle class Indians?

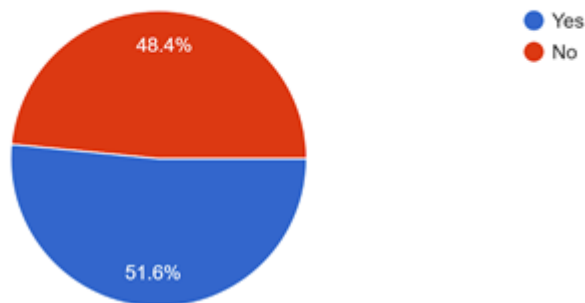
64 responses



Since the majority of the IPL watching population is in the middle class segment this question was asked from their point of view. The middle-class proportion in India is very high so the responses are also the same, the chart is telling us if the subscription for the application is high or not which brought a neutral response in the majority that is with 43.8% of the majority. About 25% agreed that the amount for the subscription is high. Where in the line, few votes of 6.3% strongly concurred with the question and on the contrary 4.7% strongly disagreed that Disney+ Hotstar subscription is not expensive for Indians. In this category 20.3% disagreed with the question.

### 10. Do you use the interactive features that Disney+ hotstar provides?

64 responses

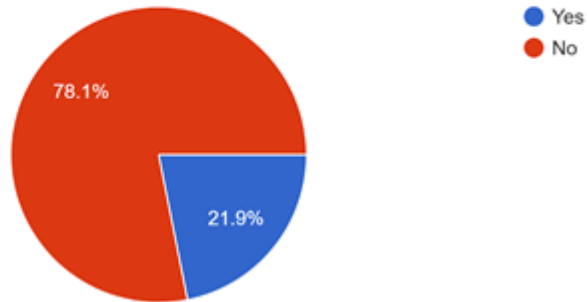


Through this question we wanted to know whether audiences watching IPL matches indulge themselves in interactive features provided by Disney+ Hotstar. We also wanted to know if the audience actually got indulged in the engagement activities that application has to offer.

Out of 64 respondents, 51.6% respondents said they were utilizing interactive features provided by Disney+ Hotstar for connecting with friends and family along with playing quiz and other games offered by the live streaming OTT platform. The other 48.4% respondents said they were not utilizing the interactive features provided by Disney+ Hotstar while watching the IPL match.

11. Are you a new user to Disney+ Hotstar?

64 responses



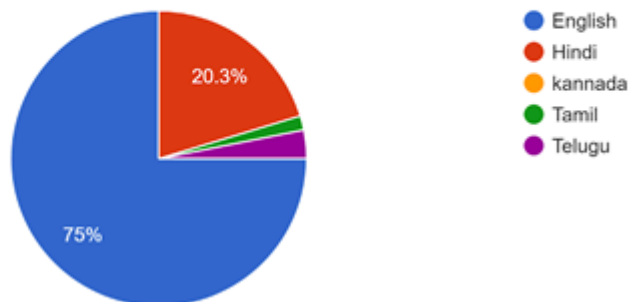
Through this question we wanted to find out the number of existing users and the number of people who were new to this platform.

Out of 64 respondents 78.1% respondents were existing users who were using Disney+ Hotstar for watching IPL matches and were aware of the features provided by this platform and were utilizing those features. The other 21.9% respondents were new users who started utilizing this platform from this year onwards.

Through this question we wanted to know the preference of language while watching movies, series, and IPL matches on Disney+ Hotstar.

12. In which language do you prefer to watch Disney+ hotstar?

64 responses



Out of all the respondents, 75% preferred to watch movies, series, and IPL matches in English and 20.3% preferred to watch movies, series and IPL matches in Hindi language. Remaining 4.7% preferred to watch in Tamil, Kannada, and Telugu language altogether.

## 13. Main reason for shifting to Disney+ hotstar?

64 responses



Through this question we wanted to know the reason for shifting to Disney+ Hotstar among Gen Z.

About 34.4% respondent shifted to Disney+ Hotstar for the convenience of watching it on their smartphones. About 17.2% respondent shifted to Disney+ Hotstar because they found it ideal for personal viewing. About 28.1% of respondents shifted to Disney+ Hotstar for the reason it provides features where you can switch from mobile to laptop and TV according to your convenience. Upon giving the option of other, we received answers like we could pause and play the match at their will, some said the extra variety of content that Disney+ Hotstar provides while some said they have smart television which perfectly suits these applications.

### 3.5. Hypotheses of the Study

H0: there is no association between the medium chosen for watching IPL matches and area of residence

H1: there is an association between the medium chosen for watching IPL matches and area of residence

**TABLE 3:**

Chi-square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson chi-square	2.202a	2	0.332
Likelihood ratio	2.275	2	0.321
Linear-by-linear association	1.743	1	0.187
N of valid cases	139		
a0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.83.			

Source : authors' analysis

From the chart, the value of chi-square = 2.202,  $p = 0.332$  at 5% l.o.s. Hence the null hypothesis is accepted, there is no significant association between the type of area of residence and the medium chosen

## Hypothesis:

H0: there is no significant different in the groups of respondents who buy Disney+ Hotstar during IPL or non-IPL times and their reasons for shifting to Disney+ Hotstar

H1: there is a significant different in the groups of respondents who buy Disney+ Hotstar during IPL or non-IPL times and their reasons for shifting to Disney+ Hotstar

## 3.6. ANOVA

Reason for shifting to Disney+ Hotstar					
	Sum of squares	df	Mean square	F	Sig.
Between groups	9.056	1	9.056	2.673	0.107
Within groups	210.053	62	3.388		
Total	219.109	63			

The one way ANOVA table indicates  $F(1,62) = 2.673$ ,  $p = 0.107$ . This indicates that the null hypothesis holds good. There is no differences in the groups who purchased during IPL or non-IPL times and the reasons for shifting to Disney+ Hotstar.

## 3.7. Findings

- The mean age of the sample was 23 years with a standard deviation of 2.6
- About 66.2% of the respondents were male while 33.8% were female. About 84.8% of the respondents were between the age of 21 and 25 and 66.2% lived in urban areas 21.6% and 12.2% lived in suburban and rural areas respectively.
- About 58.3% were students and the remaining 41.7% are working professionals and 82% of the respondents watch IPL regularly were as 18% don't follow it that often.
- About 54% watch the IPL on Television were 46% watch on the OTT platform that is Disney+ Hotstar. The 54% respondents who watch their IPL matches on television gave the reason like low cost, watching with family, and no requirement of mobile data to name a few.
- About 32% and 46.7% chose strongly agree and agree respectively when they were asked about the clarity and resolution of Star Sports. Out of 79 respondents who watch their matches on television 57.3% do multitasking while watching the match.
- Sixty four respondents who watch their IPL matches on Disney+ Hotstar, 54.7% say they buy the package during non-IPL times and 46.3% buy it just before IPL and 71% watch their matches on wifi while only 10.9% buy more mobile data while 17.2% watch with in their stipulated data.
- About 25% agreed and 43.8% were neutral when asked about the cost of the package is expensive for middle class Indians.
- About 51.6% use Interactive features on the application whereas 78.1% were regular users of Disney+ Hotstar. About 75% of respondents watch the match in English language and 20.3% watch it in Hindi and 34.4% shifted to Disney+ Hotstar because they



could watch it on their mobile and 28.1% could watch it on their television, desktop, or laptop.

- Chi-square test indicates that there is no association between the medium chosen and the area of residence
- One way ANOVA indicated that there is no difference among respondents who bought Disney+ Hotstar during IPL or non-IPL times and the reasons for shifting to Disney+ Hotstar. This is indicative that audience view other programs like web series, shows, and other entertainment programs.

## 4. Discussion

It can be seen that IPL is one program that the viewers would like to watch in Disney+ Hotstar, given that there are a plethora of programs like web series, movies, and other entertainment to watch. While the OTT is in the nascent stage though booming, the results confirm that the television is still the most preferred medium. The interactivity of the Disney+ Hotstar might be an attraction towards the Gen Z segment. Added to it, the Gen Z segment prefers to watch a program alone, unlike television where an entire family might be watching. Though Disney+ Hotstar is being telecast in seven different languages, what is interesting to note is that English is the most preferred language to watch the IPL match. The reason could be cricket is a national game barring languages and areas while the other programs and ethnic and esoteric to a specific language. One of the driving factors which influences OTT services consumers to buy Disney+ Hotstar subscription is that it provides for customized watching so that it doesn't disturb others. One fact that springs out from the research is that while watching program in television, audience tend to multitask – do any other work without affecting the viewing of the match. One of the most influential factors among Gen Z to buy Disney+ Hotstar package is attractive recharge plans offered by telecom companies which offer them subscriptions of these platforms along with mobile recharge. Most people buying a subscription of Disney+ Hotstar don't find it expensive as it comes in a combo pack along with their basic recharge packages which telecom companies provide. Overall the study reveals that Gen Z prefers consuming OTT streaming services as it is more convenient and has more features to offer and consider buying these subscriptions as a basic need. About 80% of Gen Z feel that the content provided by OTT platforms suffices their needs which is also a factor which influences them to buy subscriptions of these platforms.

## 5. Conclusion

By and large India is witnessing a significant growth in consumption of OTT services. The OTT services which were once considered as luxury are now considered as commodities. With the growth of the mobile handsets, there is an increasing trend to look out for opportunities for Disney+ Hotstar. But the viewing match on Star Sports and a major

channel also has its own desirability for the simple point that cricket, being a favorite sport across ages is still watched as a family.

The OTT streaming platform has considerably replaced traditional media and is continuing to do so as the number of OTT consumers are increasing rapidly but will not be able to replace traditional media entirely as consumers are still loyal to traditional media. Both traditional media and OTT streaming platforms have to co-exist to survive this competitive era.

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