

IMPACT OF COVID-19 ON DIGITAL ENTERTAINMENT INDUSTRY

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ABSTRACT

During this entire pandemic, administration of India has taken different phenomenal and radical measures to check the spread of novel Coronavirus (COVID-19). The measures like forcing lockdown for the entire nation, restrictions under Section-144 and forcing different rules and government warning on social removing. The quick spread of new Covid all through China and the world in 2019–2020 has greatly affected social improvement like the media outlets where different exercises like motion pictures and energetic exercises are being suspended everywhere in the world.

These circumstances have made individuals to take diversion, so they have proceeded to the computerized platforms like Netflix, Amazon prime video and Hotstar or numerous other platforms, they found these platforms more helpful and pocket agreeable. This industry has prospered with the time, yet in this circumstance, this has been thriving with an extraordinary effect.

The flare-up of COVID-19 saw a hearty increment in viewership of over-the-top (OTT) media stages. Age and profession had a great impact on the platform on which they are watching the shows as well as their watching capacity fluctuates with a change in age and profession in this pandemic.

This study shares some insights on the pocket friendliness of these platforms with respect to the age and profession. The study also focuses on the awareness of the child locks among the parents and how profession impacts this. It also focuses on the future of these over the top platforms

KEY WORDS: Covid-19, Digital Entertainment. Social Distancing, Convenient and Pocket friendly, Flourishing

INTRODUCTION

COVID-19 has become the most noticeable piece of talk in media now-a-days. Due to covid-19 pandemic, direct media suffered from an unexpected flood of loss of viewers and income whereas digital media has been gaining extreme popularity with expanded memberships. During lockdown, Netflix gained 16 million new authorizations. COVID-19 has transformed the ways in which individuals are following media. As public lockdown was announced in most parts of the world, individuals have been left with no other option but to stay at home and enjoy a quarantine period. As cinemas, exhibition halls, functions, etc. were closed, public activities have moved online and a switch to digital entertainment i.e. OTT Platforms has been made by large number of consumers [12].

Regular media administrations (TV and papers) have been claimed to be ignored as they are cutting their advertisement costs due to shortage of revenues due to covid. Appealingly, in India, platforms like Amazon Prime, Netflix and Hotstar have witnessed an 82.63% increase in time spent on these platforms. Similarly, YouTube has also seen an increment of 20.5% in subscriptions in the country. As per the primary quarter of 2020, YouTube has earned approximately more than 300 billion perspectives and since final quarter of 2019, it is still developing at a good pace i.e. 13 %. KPMG indicated, there has been a quick expansion in 'advanced billion' control of India due to lockdown. The only reason is not only because of the increase in new subscribers but also an expansion in solace and assurance that the existing advanced population will stay [14].

Digital entertainment is somehow facing two major challenges: First, in OTT features, quality written content makes the difference. This means that platforms must convey enough unique and convincing content along with sufficient broadness with the aim that the subscribers will be able to look for something to observe every time they will login. Second, in post covid situation consumers may switch back to old platforms from the OTT platforms. To face this, these OTT platforms must ensure consumer satisfaction and maintenance. They should also ensure various facilities like, long haul offers, guarantees of prominent content, etc.

The Post pandemic situation for the media is required to be that of expanded advanced involvement into regular existence with quality and present moment. We are yet to discover the aftereffects of the pandemic. It will take quite long for all the proceedings daily routines to come back at the old normal pace like, cinemas, get together and shows are probably not start till the social distancing is in practice. Meanwhile, the demand for digital entertainment is growing only and is expected to grow even at higher pace in future giving a good economic generation value to the nation also [13].

DEMONSTRATION OF THE RESEARCH

The study demonstrates the following questions:

- What is the impact of age and profession on the habit of binge watching during this pandemic?
- How does this habit of binge-watching has contributed towards the growth of this sector during this pandemic?
- How does this all will be after the pandemic ends?

RESEARCH OBJECTIVE

- To understand the impact of demographics like age and profession on the habit of binge-watching.
- To understand whether these platforms are consumer friendly or not.
- To understand which platform is most used by the people.
- To understand if these platforms are child friendly.

RESEARCH METHODOLOGY

This study includes both qualitative and quantitative methods. Hypothesis testing is done to know the Impact of Covid-19 on Digital entertainment industry like Netflix, amazon prime video, Zee5 etc.

Data is collected using questionnaire online to 200 respondents including students, working professionals as well as the housewives to understand their perspective towards the binge-watching which has become a new trend.

The literature review has been done to understand the past research which has been done in similar area and to study how this pandemic has affected the habit of binge-watching lately.

LITERATURE REVIEW

Coronavirus outbreak has caused a large impact across the whole world. Governments have responded by implementing self-isolation and social distancing measures that have completely influenced daily lives throughout the world [1]. The impact of covid was disruptive for the entire entertainment sector which led to huge losses for big global entertainment companies such as Walt Disney World and Box Office which suffered massive losses and terminations of employees and executives [9]. This is only depicting that the whole entertainment industry is dealing with the negative impacts of coronavirus spread [10]. Movie industries such as Hollywood and Bollywood are cancelling or rescheduling their release dates because of cinema halls are shutting down [10]. The nature of the pandemic has proved to be one of the most challenging years for various entertainment companies [9]. The state of audience locked inside their homes during the lockdown and till now is changing their lifestyles. This is leading to a drastic switch to digital entertainment platforms. 74% of people are spending time inside the house only and are majorly relying on OTT platforms and encouraging digital media [1]. Streaming services have improved access to media content for the audiences through various platforms like television, laptops and mobile phones etc. and are making sure that they are accessing and demanding more and more content [5]. The audiences are getting a lot of choice and control [5]. Digital streaming media platforms like Netflix, Amazon Prime, Hot star etc. are allowing the audiences to choose, design and control their content and viewership [5]. Various movies are also releasing on these platforms nowadays [8]. The level of online users is becoming largest in entertainment scenes by reaching 850 million i.e. 94.1% [3]. BARC survey report says that there was an increase of 12% in time consumption on digital streaming platforms during the lockdown period that started from 20th March 2020 to 3rd April 2020 as compared to the period before covid starting from 13th January 2020 to 2nd

February 2020. During this period of lockdown, the viewers spent 32% more time watching original series while nearly 52% more time watching movies on these platforms. Majorly, Netflix and YouTube are emerging as an everyday form of entertainment for the users. The usage of Netflix has been increased by 69% and that of YouTube has increased by 41%. YouTube is becoming one of the most effective ways of entertainment within the consumers whereas Netflix has become the most-watched platform and is successfully doing with an efficient business model [4,5]. A rapid change like YouTube was witnessed in the context of the covid-19 as it was identified that the most widely viewed YouTube videos were reported as on March 20, 2020 [4]. Both Netflix and YouTube are the most used entertainment platforms both in case of website and application [8]. Giant OTT platforms like Netflix and Disney captured new subscribers in millions [11]. Disney plus has recorded an uplift of around 70% of the share of responded in the quarantine period. Hulu has also made an increase of 66% [10]. On average, OTT platforms are being used by the users in a time period ranging from 0-2 to 2-5 hours daily and average spending on these platforms ranges between Rs. 100- 300 monthly. Overall, 3x growth has been witnessed in the viewership. A drastic switch to digital platforms has incremented the internet traffic [8]. Social networking apps like Instagram consume huge traffic and now that traffic of Instagram only is comparable to the traffic of video-on-demand users, such as Netflix or YouTube [8]. Major IT giants are adjusting their websites to allow their clients access to cyber communication as they are being forced by heavy reliance on the internet during covid-19 [11]. To cater to the needs of the people during lockdown economically, various players made some of their paid content free of cost along with numerous options for online content. Zee5 has come up with an initiative called “#BeCalmBeEntertained. In this initiative, they are providing premium content accessible to AVOD based consumers for free. In April, Disney+ was also launched in India, collaborating with Hot star and acquired 80 lakh paid subscribers within a few days. OTT platforms and digital media have already been expanding customer base, locations and demographics. Talking about various age groups, during lockdown, millennials and Gen Z groups were most into streaming. Gen z groups have done more binge-watching with content consumption of 4.5 hours than that of millennials who consumed content for 3.66 hours. 60% Millennials and Gen Z stream video daily as compared to just 30% for Baby Boomers. Lockdown period has been stated to be the best time to launch OTT platforms. But various new streaming platforms like Peacock and HBO max are facing COVID 19 consequences. They are struggling to provide good video quality to a large number of subscribers. Also, excessive screen time is adversely affecting the emotional and physical health [2]. There is stress caused and also increased inactive behaviour and obesity, sleep disorders and addiction to these platforms (binge-watching) [2]. Netflix is also offering a special channel for children [5]. This channel offers kid-friendly content but is very western-centric which can affect the children negatively [5]. OTT platforms lack control and gatekeeping. Therefore, there is a high requirement for locks and measures for the children exposed to OTT platforms [5]. The pattern of the whole world has been changed due to this pandemic. Also, covid has caused a huge impact on the world economy. The life form of people and their consumption have changed a lot [3]. The post covid period will be a new phase of development in which various aspects like social, economic, cultural etc. are going to undergo changes [3]. This period will also lead to switching in the preferences of consumption by the customers from traditional to digital entertainment [3]. Despite a covid situation where companies are incurring losses, platforms like Amazon Prime, YouTube, Netflix, Hot star etc. are still exploiting on people under lockdown. The subscriptions have become more than double since the lockdown has started [3]. Cloud computing is in practice providing faster innovation and resources which are flexible. This service has a great merit of reduced operating cost and increased efficiency. People are using this service to continue keeping themselves digitally entertained with the help of applications like Netflix, etc. [7]. They are using fixed-rate pricing model which means that increase in subscriptions amid lockdown may not have affected their revenue much. Specifically, Netflix is hardly affected by the situation because it can continue new releases. 182.9 million and is expecting an addition of 7 million more during this lockdown period. However, it is not planning to increase its prices. The world is now more connected and does not have any virtual boundaries [5]. The internet is both a rich medium and has a wide global reach [6]. The extended pandemic situation can bring good news for OTT platforms with more consumption. The future prediction depicts that there is a very high probability of OTT Platforms like

Netflix, Amazon Prime of grabbing even more subscribers and Hotstar might witness an impact of digital entertainment on consumer behaviour is massive in scale and has become pervasive in consumer's daily life [6]. As consumers are adapting to the house arrest in covid, they are adopting newer technologies that are facilitating entertainment at next level [6]. Embracing digital technology is likely to modify existing habits [6]. Data bandwidth can be a problem with many people who are using OTT platforms. Internet speed and its availability is crucial for easy access to digital entertainment. Without any doubt, the OTT and telecom players are working well towards ensuring a perfect and seamless experience. The hype in Internet infrastructure and the improved quality of the population of our nation, more users are expected to join the digital consumption team in the coming future [3]. The future growth of this industry also depends upon the financial stability of the viewers and the economic health of the country. Development of a new digital era including the creation of a better and more reliable mode of consumption and also meeting the requirements of the consumers are going to add value to the development of the digital economy in the coming future [3].

ANALYSIS AND FINDINGS

Data Analysis

Hypotheses Testing

This study comprises of quantitative analysis has been done by making use of statistical hypotheses testing in order to understand how this pandemic has impacted the habit of binge-watching. We studied the impact of age and profession on various factors.

```
getwd()

## [1] "C:/Users/HP-PC/Documents/R"

setwd("C:/Users/HP-PC/Documents/R")
ott = read.csv("OTT PLATFORMS.CSV")

str(ott)

## 'data.frame':    200 obs. of  15 variables:
##  $ Age                : int  16 19 14 17 14 14 30 15 16 20
##  ...
##  $ Profession          : int  1 1 1 1 1 1 3 1 1 1 ...
##  $ Binge.Watch         : int  3 1 4 3 3 2 1 5 2 4 ...
##  $ Platform            : int  2 2 3 4 4 3 3 1 3 1 ...
##  $ Pocket.friendly     : int  3 2 2 2 3 2 1 1 1 2 ...
##  $ Digital.preference  : int  3 1 1 3 3 3 2 3 3 2 ...
##  $ Theatres.preference : int  1 1 1 3 2 3 3 2 3 1 ...
##  $ Show.enjoyment      : int  2 2 2 1 4 2 3 3 2 4 ...
##  $ Online.stream       : int  2 1 1 1 2 2 1 1 3 4 ...
##  $ Preference.post.pandemic: int  1 1 2 3 3 2 3 2 3 3 ...
```



```
$ User.friendly      : int  3 1 4 2 3 4 2 2 4 3 ...
## $ Child.friendly  : int  4 4 3 5 3 4 4 3 3 3 ...
## $ Parental.control : int  1 1 1 1 1 2 2 1 2 2 ...
## $ Measures.and.locks : int  1 2 1 1 2 1 1 1 2 2 ...
## $ Harmful         : int  2 2 1 1 2 1 2 2 2 2 ...

summary(ott)

##      Age      Profession Binge.Watch      Platform      Pocket
## Min.   :12.00   Min.    :1      Min.    :1.00   Min.    :1.0   Min.
## 1st Qu.:19.00   1st Qu.:1      1st Qu.:2.00   1st Qu.:2.0   1st Qu
## Median :29.00   Median :2      Median :3.00   Median :3.0   Median
## Mean   :31.44   Mean    :2      Mean    :2.84   Mean    :3.4   Mean
## 3rd Qu.:44.00   3rd Qu.:3      3rd Qu.:4.00   3rd Qu.:5.0   3rd Qu
## Max.    :65.00   Max.    :4      Max.    :5.00   Max.    :6.0   Max.
## Digital.preference Theatres.preference Show.enjoyment Online.str
eam
## Min.    :1.00      Min.    :1.000      Min.    :1.0   Min.    :1.
## 1st Qu.:1.00      1st Qu.:1.000      1st Qu.:2.0   1st Qu.:1.
## Median :2.00      Median :2.000      Median :2.0   Median :2.
## Mean    :2.02      Mean    :2.035      Mean    :2.5   Mean    :2.
## 3rd Qu.:3.00      3rd Qu.:3.000      3rd Qu.:3.0   3rd Qu.:4.
## Max.    :3.00      Max.    :3.000      Max.    :4.0   Max.    :5.
## Preference.post.pandemic User.friendly Child.friendly Parental
.control
## Min.    :1.000      Min.    :1.000   Min.    :1.0   Min.    :
## 1st Qu.:1.000      1st Qu.:1.000   1st Qu.:2.0   1st Qu.:
## Median :2.000      Median :2.000   Median :3.0   Median :
## Mean    :2.045      Mean    :2.545   Mean    :3.3   Mean    :
## 3rd Qu.:3.000      3rd Qu.:4.000   3rd Qu.:5.0   3rd Qu.:
## Max.    :3.000      Max.    :5.000   Max.    :5.0   Max.    :
```

```
Satisfied", "Neutral", "Dissatisfied", "Highly Dissatisfied"))
b

## [1] Highly Satisfied      Satisfied      Neutral
## [4] Dissatisfied      Highly Dissatisfied
## 5 Levels: Highly Satisfied < Satisfied < Neutral < ... < Highly D
issatisfied

platform = as.factor(c("Netflix", "Amazon", "Zee5", "Hotstar", "TVF", "Other"))
c = factor(platform, order = TRUE, levels = c("Netflix", "Amazon", "Zee5", "H
otstar", "TVF", "Other"))
c

## [1] Netflix Amazon  Zee5    Hotstar TVF      Other
## Levels: Netflix < Amazon < Zee5 < Hotstar < TVF < Other

pocket_friendly = as.factor(c("Agree", "Neutral", "Disagree"))
d = factor(pocket_friendly, order = TRUE, levels = c("Agree", "Neutral", "Di
sagree"))
d

## [1] Agree    Neutral  Disagree
## Levels: Agree < Neutral < Disagree

digital_preference = as.factor(c("Agree", "Neutral", "Disagree"))
e = factor(digital_preference, order = TRUE, levels = c("Agree", "Neutral",
"Disagree"))
e

## [1] Agree    Neutral  Disagree
## Levels: Agree < Neutral < Disagree

theatres_preference = as.factor(c("Agree", "Neutral", "Disagree"))
f = factor(theatres_preference, order = TRUE, levels = c("Agree", "Neutral"
, "Disagree"))
f

## [1] Agree    Neutral  Disagree
## Levels: Agree < Neutral < Disagree

show_enjoyment = as.factor(c("Laptop", "Smart_Television", "Mobile", "Other")
)
g = factor(show_enjoyment, order = TRUE, levels = c("Laptop", "Smart_Televisi
on", "Mobile", "Other"))
g

## [1] Laptop      Smart_Television Mobile      Other
## Levels: Laptop < Smart_Television < Mobile < Other

online_stream = as.factor(c("Very Happy", "Happy", "Neutral", "Sad", "Very
Sad"))
h = factor(online_stream, order = TRUE, levels = c("Very
Happy", "Happy", "Neutral", "Sad", "Very Sad"))
h
#
```



```
## [1] Very Happy Happy      Neutral    Sad        Very Sad
## Levels: Very Happy < Happy < Neutral < Sad < Very Sad

preference_post_pendamic = as.factor(c("OTT","Theatre","Both"))
i = factor(preference_post_pendamic, order = TRUE, levels = c("OTT","Theatre","Both"))
i

## [1] OTT      Theatre Both
## Levels: OTT < Theatre < Both

user_friendly = as.factor(c("Highly Agree","Agree","Neutral","Disagree","Highly Disagree"))
j = factor(user_friendly, order = TRUE, levels = c("Highly Agree","Agree","Neutral","Disagree","Highly Disagree"))
j

## [1] Highly Agree    Agree          Neutral        Disagree
## [5] Highly Disagree
## Levels: Highly Agree < Agree < Neutral < Disagree < Highly Disagree

child_friendly = as.factor(c("Highly Agree","Agree","Neutral","Disagree","Highly Disagree"))
k = factor(child_friendly, order = TRUE, levels = c("Highly Agree","Agree","Neutral","Disagree","Highly Disagree"))
k

## [1] Highly Agree    Agree          Neutral        Disagree
## [5] Highly Disagree
## Levels: Highly Agree < Agree < Neutral < Disagree < Highly Disagree

parental_control = as.factor(c("Yes","No","Maybe"))
l = factor(parental_control, order = TRUE, levels = c("Yes","No","Maybe"))
l

## [1] Yes    No     Maybe
## Levels: Yes < No < Maybe

measures_and_locks = as.factor(c("Yes","No"))
m = factor(measures_and_locks, order = TRUE, levels = c("Yes","No"))
m

## [1] Yes No
## Levels: Yes < No

harmful = as.factor(c("Yes","No"))
n = factor(harmful, order = TRUE, levels = c("Yes","No"))
n

## [1] Yes No
## Levels: Yes < No
```

```
#.....
#.....

# Q1 = Does age affect the comfortableness of binge watching during Lockdown?
# we will do annova test because there is 1 numeric and 1 categorical variable with more than 2 levels
# Null Hypothesis = Age does not effect the comfortableness of binge watching during Lockdown
# Alternate Hypothesis = Age does effect the comfortableness of binge watching during Lockdown

anova1 = aov(ott$Age~ott$Binge.Watch)
summary(anova1)

##              Df Sum Sq Mean Sq F value    Pr(>F)
## ott$Binge.Watch    1   1418   1417.7     7.199 0.00791 **
## Residuals       198   38992    196.9
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

# p value < 0.05, We reject null hypothesis
# Hence, age has an effect on the comfortableness of binge watching during Lockdown

#.....
#.....

# Q2 = Due to covid most of the professionals are relaxing at home and watching OTT shows. Is their profession influencing the platform they are using to watch the shows?
# we will do chi square test because both are categorical variables with more than 2 levels
# Null Hypothesis = There is no influence of profession on platforms
# Alternate Hypothesis = There is an influence of profession on platforms

chisq.test(ott$Profession,ott$Platform)

## Warning in chisq.test(ott$Profession, ott$Platform): Chi-squared approximation
## may be incorrect

##
## Pearson's Chi-squared test
##
## data:  ott$Profession and ott$Platform
## X-squared = 16.442, df = 15, p-value = 0.3533

# p value > 0.05, we accept null hypothesis
# Hence, Due to covid , professionals are into digital entertainment but their profession is not affecting their choice of platform .
```



```
#.....
.....

# Q3 = Does the age is becoming barrier in popularity of movies on digital platform amid covid situation ?
# we will use annova because there is one numeric and one categorical variable with more than 2 levels
# Null hypothesis = Age does not effect the comfortableness of people with releasing movie online
# Alternate hypothesis = Age does have an effect on the comfortableness of people with releasing movie online

anova2 = aov(ott$Age~ott$Digital.preference)
summary(anova2)

##              Df Sum Sq Mean Sq F value Pr(>F)
## ott$Digital.preference    1      39    38.95    0.191    0.663
## Residuals              198  40370    203.89

# p value > 0.05, we accept null hypothesis
# Hence, age does not effect the comfortableness of people with releasing movie online. This means that age is not becoming any barrier in popularity of movies on digital platform amid covid situation . People of all ages are comfortable watching movies on OTT platforms

#.....
.....

# Q4 = Is profession affecting the awareness of the child locks?
# we will do chisquare test because both are categorical variables with more than 2 levels
# Null hypothesis = Profession does not effect the awareness of the child locks
# Alternate hypothesis = Profession has an effect on the awareness of the child locks

chisq.test(ott$Profession,ott$Parental.control)

##
##  Pearson's Chi-squared test
##
## data:  ott$Profession and ott$Parental.control
## X-squared = 9.896, df = 6, p-value = 0.1291

# p value > 0.05, we accept null hypothesis
# Hence, profession is not affecting the awareness of the child locks

#.....
.....
```

```
# Q5 = During Lockdown everyone is into binge watching. Does age affect the harmfulness of these platforms?
# we will do t test because one is numeric and one is categorical with 2 levels
# Null hypothesis = Age does not effect the harmfulness of these platforms
# Alternate hypothesis = Age has an effect on the harmfulness of these platforms

t.test(ott$Age~ott$Harmful)

##
## Welch Two Sample t-test
##
## data: ott$Age by ott$Harmful
## t = -0.43138, df = 197.77, p-value = 0.6667
## alternative hypothesis: true difference in means is not equal to 0
## 95 percent confidence interval:
## -4.854347 3.111773
## sample estimates:
## mean in group 1 mean in group 2
## 31.00000 31.87129

# p value > 0.05, we accept null hypothesis
# Hence, age is not affecting the harmfulness of these platforms during Lockdown.

#.....

# Q6 = Does age and profession affect the continuation of people watching on these platforms even after Lockdown gets over?
# we will use anova test because there is one numeric and one categorical variable with more than 2 variables
# Null hypothesis = Age and profession does not affect the continuation of people watching on these platforms
# Alternate hypothesis = Age and profession has an affect the continuation of people watching on these platforms

anova3 = aov(ott$Age~ott$Profession,subset = ott$Preference.post.pandemic%in% 1)
summary(anova3)

##              Df Sum Sq Mean Sq F value Pr(>F)
## ott$Profession 1    8530    8530   146.6 <2e-16 ***
## Residuals      57    3317     58
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

# p value < 0.05, we reject null hypothesis
# Hence, age and profession will have an effect on the continuation of people
```


watching on these platforms even after lockdown gets over.

#.....
.....

Q7 = Children are also into binge watching due to lockdown. Does their age affect the child friendliness of these platforms?

we will use anova because there is one numeric and one categorical variable with more than 2 levels

Null hypothesis = Age does not effect the child friendliness of these platforms

Alternate hypothesis = Age has an effect on the child friendliness of these platforms

```
anova4 = aov(ott$Age~ott$Child.friendly)
summary(anova4)
```

```
##                Df Sum Sq Mean Sq F value    Pr(>F)
## ott$Child.friendly  1    1515    1515.0    7.712 0.00601 **
## Residuals        198    38894     196.4
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
```

p value < 0.05, we reject null hypothesis

Hence, their age is having an effect on the child friendliness of these platforms as they are into a lot binge watch due to lockdown.

#.....
.....

Q8 = Does age affect the satisfaction with the locks and the parental controls provided in these platforms ?

we will do t test because there is one numeric and one categorical variable with 2 levels

Null hypothesis = Age does not effect the satisfaction with the locks and the parental controls provided in these platforms

Alternate hypothesis = Age has an effect on the satisfaction with the locks and the parental controls provided in these platforms

```
t.test(ott$Age~ott$Measures.and.locks)
```

```
##
## Welch Two Sample t-test
##
## data:  ott$Age by ott$Measures.and.locks
## t = -0.48724, df = 197.92, p-value = 0.6266
## alternative hypothesis: true difference in means is not equal to 0
## 95 percent confidence interval:
## -4.960502  2.994916
## sample estimates:
```



```
##
## Welch Two Sample t-test
##
## data: ott$Age by ott$Measures.and.locks
## t = -0.48724, df = 197.92, p-value = 0.6266
## alternative hypothesis: true difference in means is not equal to
0
## 95 percent confidence interval:
## -4.960502 2.994916
## sample estimates:
## mean in group 1 mean in group 2
## 30.93878 31.92157

# p value > 0.05, we accept null hypothesis
# Hence, age does not affect the satisfaction with the locks and the paren
tal controls provided in these platforms

#.....
#.....

# Q9 = During covid, Are age and the pocket friendliness affecting their w
atching shows on Netflix?
# we will do anova test because there is one numeric and one categorical v
ariable with more than 2 levels
# Null hypotheis = Age and the pocket friendliness does not affect their w
atching shows on Netflix
# Alternate hypothesis = Age and the pocket friendliness has an affect on
their watching shows on Netflix

anova5 = aov(ott$Age~ott$Pocket.friendly, subset = ott$Platform %in% 1)
summary(anova5)

##              Df Sum Sq Mean Sq F value Pr(>F)
## ott$Pocket.friendly 1      45    45.3   0.195  0.662
## Residuals        28    6507    232.4

# p value > 0.05, we accept null hypothesis
# Hence, age and the pocket friendliness are not affecting their watching
shows on Netflix during covid.

#.....
#.....

# Q10 = Is age affecting the platform people are watching during covid pe
riod?
# we will do anova because there is one numeric and one categorical with m
ore than 2 levels
# Null hypothesis = Age does not affect the platform people use to watch
# Alternate hypothesis = Age has an affect on the platform people use to w
atch

anova6 = aov(ott$Age~ott$Platform)
summary(anova6)

#Hence, age is not affecting the platform people are watching during covid period.
```

DISCUSSION:

The purpose of this paper is to study the impact of Covid-19 on Digital Entertainment Industry like Netflix, Amazon Prime, Zee5 etc. The study shows the habit of binge-watching with respect to various factors like age and profession. It brings out how age and profession affect the binge-watching, their

platform on which they watch the shows and movies and the other aspects like pocket-friendliness, consumer friendliness, awareness of the child lock measures.

Due to this pandemic, many people staying at home and all the entertainment services are at halt so consumers have shifted their preference to the over the top entertainment platforms.

CONCLUSION:

The study brings out various points with respect to binge watching on digital platforms. The profession does not have any impact on the awareness of the child locks measures. Age affects the comfortability of the viewers to watch on these over the top platforms. Age has a certain effect on the viewers watching shows on these platforms as elderly people are not so much comfortable with the technology, even in this pandemic it does have an effect on this habit of binge-watching.

During this pandemic, people do think that the platforms are pocket friendly as it does not affect this habit of binge-watching if we think it as economically. People found it better to invest in these OTT platforms rather than in a DTH connection,

To talk about the child-friendliness, the profession does not have an impact on awareness about these child locks, but age does impact the awareness of these parental control measures.

Age and profession do have an impact on people using these platforms to binge-watch even after this pandemic is over. As in this pandemic, we do have a lot of time to binge-watch, but once it gets over, we do not have this much time to devote in binge-watching. Age also impacts the binge- watching after this pandemic ends.

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