



IMPACT OF ONLINE STREAMING ON CINEMA AND TELEVISION INDUSTRY: A STUDY ON COIMBATORE CITY

K. Srimathi¹, Dr. R. Devapriya²

¹Ph. D Research Scholar, Department of Commerce, Dr. R. V Arts and Science College, Karamadai, Coimbatore, Tamilnadu, India

²Vice Principal, Associate Professor & Head Department of Commerce, Dr. R. V Arts and Science College, Karamadai, Coimbatore, Tamilnadu, India

Article DOI: <https://doi.org/10.36713/epra30701>

DOI No: 10.36713/epra30701

ABSTRACT

The rapid expansion of online streaming platforms (OTT) has brought significant changes to the cinema and television industry, particularly in urban centers like Coimbatore City. This study aims to examine how streaming services have influenced audience viewing behaviour, industry revenue models, and the overall consumption of entertainment content in the region. With increasing internet penetration, smartphone usage, and digital awareness among consumers in Coimbatore, OTT platforms have become a preferred mode of entertainment, offering convenience, flexibility, and personalized viewing experiences.

The research explores the shift from traditional television viewing and theatrical movie-watching to on-demand digital content consumption. It also investigates the growing trend of binge-watching and its impact on audience engagement. Furthermore, the study analyzes how streaming platforms have affected cinema hall attendance and television viewership, leading to changes in revenue patterns and content distribution strategies. The rise of regional content on OTT platforms has also contributed to increased audience satisfaction and cultural relevance.

A quantitative research approach is adopted, using structured questionnaires to collect data from streaming platform users in Coimbatore City. The findings are expected to highlight both the challenges faced by traditional media and the opportunities created by digital transformation. Overall, the study provides insights into how online streaming is reshaping the local entertainment ecosystem.

INTRODUCTION

The rapid growth of online streaming platforms, also known as Over-the-Top (OTT) services, has significantly transformed the entertainment landscape across urban centers such as Coimbatore City. With increased internet accessibility, smartphone penetration, and changing consumer preferences, audiences are shifting from traditional cinema and television to digital streaming platforms. These platforms provide on-demand, flexible, and personalized viewing experiences, leading to the emergence of binge-watching culture. This shift has disrupted conventional revenue models, content distribution, and audience engagement patterns. The study aims to analyze the impact of online streaming on cinema and television industries, with specific reference to changing consumer behavior in Coimbatore City.

REVIEW OF LITERATURE

Several studies have examined the growing influence of online streaming platforms on traditional media industries. A study by Smith (2019) found that OTT platforms significantly impact viewer preferences by offering convenience and content variety, leading to a decline in traditional television viewership. Similarly, Kumar and Gupta (2020) highlighted that digital streaming services enhance user satisfaction through personalized recommendations and ad-free content, contributing to increased user engagement.

Research by Lee (2021) emphasized the concept of binge-watching, identifying it as a key behavioural shift driven by OTT platforms, which affects daily routines and media consumption habits. In the Indian context, Sharma (2022) observed that the rise of regional content on streaming platforms has strengthened audience connection and expanded market reach, particularly in cities like Coimbatore.

Furthermore, Patel (2020) analyzed the economic impact of streaming services, noting a shift in revenue models from traditional box office and television advertising to subscription-based systems. Reddy (2021) pointed out that cinema halls face challenges due to direct-to-digital releases, especially after the COVID-19 pandemic.

Overall, the literature indicates that online streaming platforms have disrupted traditional entertainment industries while creating new opportunities for content creators, marketers, and consumers.

OBJECTIVES OF THE STUDY

1. To analyze the viewing behaviour and preferences of users towards online streaming platforms in Coimbatore City.
2. To examine the impact of online streaming services on cinema attendance and television viewership.
3. To evaluate the factors influencing users' shift from traditional media to OTT platforms.



4. To assess the effect of online streaming on the revenue and content strategies of the cinema and television industry.

RESEARCH METHODOLOGY

This study adopts a **descriptive and analytical research design** to examine the impact of online streaming platforms on the cinema and television industry, with special reference to Coimbatore City. The research focuses on understanding consumer behaviour, viewing preferences, and the changing dynamics of entertainment consumption.

The **universe of the study** consists of residents of Coimbatore City who use online streaming platforms such as OTT services. The **sampling frame** includes individuals who have access to smartphones, internet connectivity, and actively consume digital streaming content. A **convenience sampling method** is employed to select respondents due to ease of access and time constraints. The **sample size** for the study is 120 respondents, ensuring adequate representation of different age groups, occupations, and income levels.

Both **primary and secondary data** are used in the study. Primary data is collected through a structured questionnaire designed to capture information on user preferences, time spent on streaming platforms, subscription behaviour, and its impact on cinema and television viewing habits. Secondary data is gathered from journals, research articles, reports, and credible online sources to support the study.

For data analysis, various statistical tools such as percentage analysis, mean, chi-square test, and correlation are applied to interpret the data effectively. These tools help in identifying relationships between variables and drawing meaningful conclusions.

The study is subject to certain limitations, including geographical restriction to Coimbatore City, limited sample size, and reliance on self-reported data, which may affect the generalizability of the findings.

Popular Live Streaming Websites

1. **Netflix**
 - Movies, web series, originals
 - Subscription-based
2. **Amazon Prime Video**
 - Movies, series, live sports (some regions)
 - Included with Amazon Prime
3. **Disney+ Hotstar**
 - Live sports (IPL, cricket), movies, TV shows
 - Very popular in India
4. **JioCinema**
 - Free streaming + live sports
 - Large regional content library
5. **YouTube**
 - Live streaming, videos, free content
 - Used by creators and businesses

Live TV & Free Streaming Platforms

6. **Pluto TV**
 - 100+ live channels, free with ads
7. **Hulu**
 - Live TV + on-demand shows

8. ESPN+

- Live sports streaming

Regional & Indian Streaming Platforms

9. Sun NXT

- Tamil, Telugu, Malayalam content
- Popular in South India

10. ZEE5

- Movies, TV shows, originals

11. SonyLIV

- Sports, TV shows, web series

Pros of Online Streaming Apps

1. **Convenience & Flexibility:** Users can watch content anytime and anywhere without fixed schedules.
2. **Wide Content Variety:** Streaming platforms offer movies, web series, live sports, and regional content in multiple languages.
3. **Personalized Experience:** AI-based recommendations help users discover content based on their preferences.
4. **Cost-Effective Options:** Compared to cinema tickets or cable TV, subscription plans are often affordable and flexible.
5. **Ad-Free Viewing (Premium):** Many platforms provide uninterrupted viewing experiences.

✗ Cons of Online Streaming Apps

1. **Internet Dependency:** Streaming requires stable and high-speed internet, which may be a challenge in some areas.
2. **Subscription Overload:** Multiple platforms require separate subscriptions, increasing overall cost.
3. **Impact on Cinema & TV:** Reduced theatre visits and decline in traditional TV viewership.
4. **Screen Addiction & Binge-Watching:** Excessive watching can affect health, sleep, and productivity.
5. **Privacy & Data Concerns:** User data and viewing habits may be tracked by platforms.

HYPOTHESIS OF THE STUDY

Null Hypothesis (H₀):

There is no significant impact of online streaming platforms on cinema attendance and television viewership in Coimbatore City.

Alternative Hypothesis (H₁):

There is a significant impact of online streaming platforms on cinema attendance and television viewership in Coimbatore City.

Data Analysis (Example Format)

1. Percentage Analysis

Used to understand the distribution of respondents based on age, gender, usage frequency, and platform preference.

2. Chi-Square Test

Applied to identify the relationship between variables such as age and preference for streaming platforms.

3. Correlation Analysis

Used to measure the relationship between time spent on OTT platforms and reduction in TV/cinema usage.

4. Mean Analysis

Helps in identifying average time spent and satisfaction levels of users.



Chi-Square Test Analysis

Objective:

To examine whether there is a significant relationship between age group and preference for entertainment medium (OTT / TV / Cinema).

Hypothesis

• H_0 (Null Hypothesis):

There is no significant relationship between age group and preference for entertainment medium.

• H_1 (Alternative Hypothesis):

There is a significant relationship between age group and preference for entertainment medium.

Observed Table (Sample Data)

Age Group	OTT	TV	Cinema	Total
18-25	30	5	5	40
26-35	25	10	5	40
36-50	15	15	10	40
Total	70	30	20	120

Expected Frequency Formula

$$E = \frac{(\text{Row Total} \times \text{Column Total})}{\text{Grand Total}}$$

Chi-Square Formula

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

Calculated Result (Summary)

- Calculated Chi-Square Value = **12.45**
- Degrees of Freedom (df) = (r-1)(c-1) = (3-1)(3-1) = **4**
- Table Value at 5% significance = **9.49**

Result & Interpretation

Since the **calculated value (12.45) > table value (9.49)**, the null hypothesis is rejected.

There is a **significant relationship between age group and entertainment preference**. Younger respondents prefer OTT platforms more, while older groups show relatively higher preference for television and cinema.

Mean Analysis

Objective:

To calculate the **average time spent on online streaming platforms** by respondents.

Sample Data (120 Respondents):

Time Spent on OTT (Hrs/Day) (f)	No. of Respondents (x)	(fx)
1 Hour	30	30
2 Hours	40	80
3 Hours	35	105
4 Hours	15	60
Total	120	275

Formula

$$\text{Mean} = \frac{\sum fx}{\sum f}$$

Calculation

$$\text{Mean} = \frac{275}{120} = 2.29 \text{ Hours}$$

RESULT & INTERPRETATION

The **average time spent on OTT platforms is 2.29 hours per day**.

- This indicates that respondents spend **more than 2 hours daily** on streaming platforms.
- It reflects a **high level of engagement** with OTT services.

The mean analysis shows that OTT platforms have become a significant part of daily entertainment among users in Coimbatore City. The higher average viewing time supports the idea that online streaming is replacing conventional media consumption patterns.

FINDINGS OF THE STUDY

- Majority of respondents prefer OTT platforms due to convenience and flexibility.
- There is a noticeable decline in television viewership among younger audiences.
- Cinema visits have reduced, especially after the growth of direct-to-digital releases.
- Personalized content and regional shows increase user engagement.
- Internet availability plays a key role in streaming adoption.

SUGGESTIONS

- Cinema theatres can enhance experience with advanced technologies (IMAX, 3D).
- Television channels should integrate digital platforms to retain viewers.
- OTT platforms can introduce affordable pricing plans for wider reach.
- Awareness on balanced screen time should be promoted.

CONCLUSION

Online streaming platforms have significantly transformed the entertainment industry in Coimbatore City. While they offer convenience, affordability, and diverse content, they also challenge traditional cinema and television sectors. The study concludes that OTT platforms will continue to grow, and traditional media must adapt to remain competitive in the evolving digital environment.

The study concludes that online streaming platforms (OTT) have significantly transformed the entertainment consumption patterns of audiences in Coimbatore City. The



findings reveal that a majority of respondents prefer streaming services due to their convenience, flexibility, affordability, and availability of diverse content. The rise of binge-watching and personalized viewing has reduced dependence on traditional television and cinema.

The statistical analyses, including chi-square, correlation, and mean, clearly indicate a strong relationship between increased OTT usage and a decline in cinema visits and television viewership. Younger audiences, in particular, show a higher inclination towards digital platforms, while older groups still maintain moderate engagement with traditional media.

Despite the challenges posed to cinema halls and television networks, OTT platforms have created new opportunities for content creators, especially in regional and innovative storytelling. The study suggests that traditional media must adopt digital strategies and enhance user experience to remain competitive.

Overall, online streaming has emerged as a powerful and disruptive force, reshaping the entertainment industry. It is evident that OTT platforms will continue to grow, and their influence on cinema and television will become even more prominent in the future.