

Covid-19 Impacts: Indian OTT Mapping The Conscious Of Audience In Novel Way

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Abstract

"Movies will make you famous; television will make you rich, but the theatre will make you good." According to Booki Nova, watching movies at Theatre is always a great feel for cinema lovers. Due to this pandemic situation, the Theatre has shifted to OTT (Over-the-top) platform. The entire world has shut down and turned to a depressed state, but OTT lifts people from depression through its new zone. Therefore, the paper contains explicit details about the psyche of the audience in watching movies and analyzes both of its positive and negative aspects in a new manifesto. Hence, Theatre is shut and movies are being released on OTT platforms to make the audience connect to movies. So, these OTT platforms help people to make themselves active and entertained. Despite the emergence of many platforms, OTT always plays a predominant role in watching movies by cinema lovers and also by common people.

Key Words: Audience, Covid-19, Entertainment, Movies, OTT platforms, Pandemic, Theatre

Introduction

“What’s a bigger mystery box than a movie theatre? you go to the theatre, you’re just so excited to see anything the moment the light goes down is often the best part.” (J.J Abrams, pg.16)

Theatre plays a dominant role in controlling the consciousness of the audience and drag the entire admiration of the people towards movie. Theatre creates its impact in certain things that deliberately form a fan base of the audience that used to watch movies only at the Theatre.

But in this pandemic situation Theatre atmosphere got worsened that left ways for OTT platforms. On one hand, it is a boon for the audience that they enjoy watching movies without any sort of breaks, makes the audience get connected themselves towards watching movies in OTT platforms to not dispartate from the Theatre atmosphere.

OTT platforms came into a needy form to make people themselves engaged. It became popular in increasing broad bands and smart gadgets where they can access OTT platforms according to their need. The Covid situation is forcing the people for quarantine, but the situation is reaching the peak and resulting in the high death rate, unemployment, loss in business, self-isolation. Hence, it is changing many people's mindset to get recover and overall, it is making everyone's life misery. But this pandemic is boosting media consumption in larger. Media plays a considerable role in making people active even in this pandemic by making themselves involved in watching movies via OTT platforms. Media is not only for news feeds, even for entertainment it paves way for the audience to make upgrades in all sorts of ways they need. Media took multidimensional form to even help the people to know the current situation, surf for necessities, for entertainment, to create new things, and even for an independent open forum to talk many issues. In such a way, it redefines the Theatre atmosphere via OTT platforms to watch movies even in this pandemic to make the audience connect in the worst scenario.

OTT platforms became easy for access by many people because most of them have their smart gadgets and it has been a celebrating platform for cinema lovers and the pandemic situation has made many people, the lovers of cinema. Some of the OTT platforms that redefine Theatre atmosphere in India were Netflix in India, Disney + Hotstar, Amazon Prime Video, Sony liv, Voot, Mx Player, Zee5, ALT Balaji, Sun Nxt, EROS Now, Jio cinema, Airtel Xstream, etc., Because of the lockdown since March 2020, the Theatres were shut and thus, the vast majority of the diverse shows and films embraced these stages to engage individuals.

To understand the contemporary pattern and its effect that comprehend the characteristics connection between broad communication i.e., mass media that impacts the social connect of the common people. Tv, film and advertisement have always had an impact on the society and vice-a-verse from dramatization to legislative issues, to sports, to changing sexual orientation jobs, to practical issues-based topics, to resemble film turning out to be more various parts like Tv, print, and movies, under its fold. Smaller segments like radio, music, out-of-home ads, activity, gaming, special visualizations and web promotions are additionally included.

OTT platforms have been mainly growing over the last two years and continuing to do so even today, and people spend 40 minutes per day watching videos as per their wish in this particular platform. Online video marketing is one of the largest growing markets in India today and it is estimated that it might have close to 500 million online video viewers by the financial year 2023. This would make it the second-biggest market in the world after China with OTT platforms contributing a major portion of its growth. According to a survey in 2012, India had two OTT platforms and today it has more than thirty in day-to-day use. As per online reports, an

individual spends close to 70 minutes a day in watching videos of these platforms. They are not only meant for youngsters because on an average 37-50 years of age also spend the same amount of time than the individuals age of 25. On the other hand, people have moved from DTH cable to Fire sticks and then to Chrome cast and Smart TV only because of OTT platforms.

Literature Review

Television has gone greater a size, sleeker in look, and smarter nowadays, however gone are the days when individuals depend on TVs for entertainment. Regardless of such huge screens, the world has consumed its space on versatile screens of approx. 5.7 inches. According to Dr. Amit Verma (2021) discussed about the rise in usage of OTT media during the pandemic of Covid-19 and he states that the development of India witnessing the digitalization and technology upsurge a tremendous growth. Shilajit Mitra (2020) in The New Indian Express explains that cinemas are shuttered due to Covid-19 pandemic and the movie producers opt for digital platforms i.e., OTT, where they skip traditional routes in various aspects. Marilyn Gracey Augustine (2021) in a book, "An Extraordinary Journey of the Ordinary People, Pandemic and the Lockdown" states that has a multitude of challenges and trails have overcome by human beings in the process of evolution. However, during this pandemic and people make themselves quarantine to overcome the situation. Akankshya Mohanty (2020) described about a survey analysis of OTT platforms to understand the consumer perception of Indian OTT platforms in comparison to the existing players and expected changes in post Covid-19.

OTT Platforms and Theatre in India It has been widely debated whether OTT platforms could be an alternative to cinema halls in the future. India is one of the active developing countries in the world in comparison with the others in every perspective. Indians have abundant love for entertainment and particularly for motion pictures in their lives. For Indian families, watching movies in Theatres is equivalent to a family trip where they can invest energy and find happiness with their families. At Present, the numerous new films streaming applications in India, create OTT platforms that look much better than watching movies in Theatres. OTT platforms have found numerous ways to acquire fame and augment their base in India. A considerable lot of streaming applications are setting up their studios to deliver more substance. A significant explanation that draws in the watchers, helps the OTT platforms to fill a unique substance in India. All the streaming applications offer a huge assortment of unique web series and films in various genres. Many streaming applications additionally offer shows and films in neighbourhood dialects. They band together with nearby creation organizations and accordingly, make their films and series far better than before. Numerous telecom organizations have additionally presented their OTT stages and streaming applications to offer substance to the watchers.

The quantity of streaming applications in India had expanded from a solitary digit to a twofold digit in the previous few years. Therefore, OTT platforms are contending with one another simultaneously. Watchers have bunches of content to browse every one of these

applications, yet it likewise leaves them befuddled with regards to the choice of selection. Here, one can peruse an examination between two famous streaming applications and know which one is better.

The conflict between Streaming Apps Vs Movie Theatres enjoys two benefits and drawbacks. Watching a film in a Theatre is an excellent artistic encounter, though OTT platforms let you live it up in the solace of your home. The two of them offer extraordinary substance and watcher experience. Hence, this necessitated the investigation on how OTT Platforms and Movie Theatres advantage and challenge one another. Prior, individuals used to be anxious to observe new motion pictures on the big screen. At present, they wait until they release or approach the OTT platforms. Large numbers of the famous streaming applications, for example, Netflix and Amazon Prime are currently purchasing advanced rights to the most noteworthy acquiring films like never before. Young people assume an essential part in the achievement of Streaming Apps. The explanation is that they need intriguing, relatable and connecting substance which OTT platforms can give. Here, they could watch at their ease, wherever, whenever and at anyplace.

Presently, a significant number of the directors decide to release their fewer budget movies directly on OTT Platforms. Releasing movies with a low budget are less recognizable and gaining fame on the big screen is challenging one. Additionally, now and again it gets hard to track down a releasing date for a movie. In this manner, to reduce the expense of printing and promoting, and avoiding the controversies in releasing the movies 'dates. Releasing movies on streaming applications appears to be better. Incomes from the arrival of a film in a Theatre actually structure an enormous piece of its profit. But still the OTT platforms have been going in advance in releasing the movies and connecting the directors and audience in a comfort zone. Hence forth directors can gain more income, and OTT Platforms receive more supporters.

Discrepancy between Theatre and OTT platform

The outcome of Theatre and OTT platform and its major differences that we face is the control over the audience. Because in Theatre environment, the audience get to involve themselves and enjoy movie whole heartedly and they feel as one of the characters of the movie. But OTT environment loses its controlover the conscious of the audience, where there is various distraction may occur. In the Theatre environment They should follow the movie consciously to understand the theme and the concept of the movie but in OTT it is not possible to expect the same environment. However, emotions play a major aim to attain only through Theatre atmosphere. Director may fail in OTT atmosphere due to distractions when the audience watch the movie. He struggles to get the control over the consciousness of audience and so the audience fails to travel along with him. Disconnectivity in consciousness results in understanding the theme and narratology in the movie due to OTT environment. The aim of the director is to stimulate the emotions of the audience that he ought to bring through his movie, for example, if the movie is with theme of horror or tragedy, the director has to bring the same effect and impacts on the audience when they watch the movie. Hence the Theatre environment helps the

director to achieve his aim, but the OTT fails to help the director in achieving the same impact. Thus, as audience due to this pandemic can enjoy watching movies in OTT platforms and entertain themselves to overcome their stress in this current situation, but they cannot completely rely on OTT platforms to watch movies rather in Theatres.

Conclusion

The conflict between OTT Platforms Vs Movie Theatres has induced lots of difficulties for cinemas. To remain in the opposition and battle against the OTT platforms, cinemas need to continue to offer some new components to the watchers. Cinemas need to enhance the contents to the audience, for example, IMAX, 4DX, and so forth which would draw in them towards the cinemas. The food court is likewise a truly overpowering component for the audience. Prior, individuals used to have food previously or after the film, yet presently they make them during the film. Cinemas additionally need to reduce their costs a little as audience are presently getting more substance at low costs on OTT platforms.

Despite the fact that OTT Platforms challenge cinemas, they can never eradicate them from the Indian Entertainment Industry. Cinemas have been confronting rivalry for quite a while presently. Before Theatres confronted difficulties when TVs, VCRs, and DVDs were introduced, however, they kept up with their situation in individual's souls. OTT Platforms without a doubt give a lot of choices and advantages, yet it is difficult to replace its position to Theatre atmosphere in India. Subsequently, taking everything into account with regards to the movies in India, Theatre always been the predominant thing for people to watch movies. Even though Theatre is not active due to pandemic, if everything is back to normalcy people will go to Theatres to watch movies and OTT platforms can also exist together.

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