



Increase in the usage of mobile devices and ease in access to the internet along with growing video content in the digital platform is driving the video OTT market



#### **Subscription Based Video on Demand**

Users enter into an subscription agreement to avail the services

Increase in the smartphone and digital device users (smart phone based video consumption accounts

to 57% of the overall video

consumption)



The digital on demand video content has evolved with the advancement in technology, where the number of streaming devices and streaming service providers are growing tremendously along with increasing internet access speed

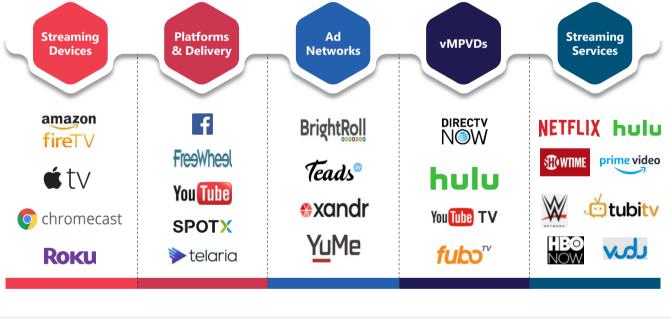
### **Ad Supported** Video on Demand

The VOD model is free for users



#### **DRIVERS CHALLENGES** Internet speeds and the Shift of consumer base from infrastructure to provide high-speed traditional TV networks to digital data streaming is one of the biggest platforms challenges for the OTT industry Growing digital piracy has been a factor The shift of ad revenues towards AD = of concern for many subscriptions based online from traditional means digital video service providers High costs incurred in the Need for Omni-content digitalization of the traditional publishing platform systems To provide highly sophisticated digital Exponential raise in the internet users and increase in live streaming services at affordable rates has poses as a key challenge for the industry video consumption

# **Video Over the Top Services Ecosystem (Main Players)**



# Artificial intelligence and machine learning-based recommendations will

help players to streamline and curate personalized content to their viewers as well as create original content which is in sync with the viewing preferences of different audience

# **Key Future Trends ...**



media formats will enable users to watch content not only on smartphones but bigger screens, tablets & smart TVs. Technologies such as virtual reality and augmented reality will open up avenues for content creation and consumption, making OTT entertainment engaging across all digital platforms



users to pursue multidisciplinary education by taking up relevant online live or recorded courses, as per their requirements

## **KEY INSIGHTS** In the past couple of years, there has been a shift in media consumption, with people preferring over-the-

- top media services over the traditional media. Apart from providing a content diversity, the power of choice and seamless accessibility has made OTT a more immersive and engaging medium of entertainment delivery and consumption for viewers With an increase in data speed and better network coverage, the access to video content will increase not only from computing devices but also from vehicles. With advancement in technology and availability of AR
- & VR devices, Virtual Reality will be the future of Video on Demand1c



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