

Viewership Trends of Netflix among Youth (Study Based on Jalandhar)

Heena*

Assistant Professor, Department of Journalism and Mass Communication, DAV College, Jalandhar, India

Abstract: “Think of Internet on the TV like the Web browser. The amount of time you spend on the PC in the browser is just going to grow continuously”—Reed Hasting, Co-founder and CEO of Netflix. According to Wallenstein, about 10% of viewers made it through the entire season within 24 hours when Netflix released the entire season of Arrested Development in the summer of 2013. But his was not for first time, the premieres of House of Cards and Orange Is the New Black on Netflix in 2013 drew large numbers of Netflix subscribers who chowed down on a whole season of content in a matter of days. The three shows may belong to different genres—one is a sitcom, the other two are melodramas aimed adults—but all of them shares enormous popularity with the millennial generation, which is Netflix’s largest subscriber base. Researcher has focused this study on the viewership trends of Netflix among youth and tried to study the growth pattern of the Netflix among Indian youth and their content choice after the introduction of Netflix originals and Indian content with the regional language. Researcher also tried to find the initial reasons for adoption of Netflix by Indian youth and whether these online streaming media has become an alternative to traditional TV Cable and Cinema.

Keywords: Netflix, OTT platforms, Online Video streaming, Covid-19.

1. Objectives

- To determine the percentage of viewership of Netflix among youth.
- To identify their initial reasons for watching streaming content on Netflix
- To determine the content choice of youth on Netflix
- To study if Netflix is an alternate to traditional TV and Cinema for youth.

2. Research Methodology

To fulfill the objectives of study, researcher has used quantitative method of research and conducted a survey among 100 youth respondents aged 15 to 30. Researcher has constructed a questionnaire with closed ended questions with forced choice to obtain the primary data from respondents and analyze the findings.

3. Limitation

1. The research was based on Jalandhar Youth only.

2. Therefore, the result collected cannot be applicable to all.
3. The sample size was 100 with no Gender Priority.

4. Rise of OTT Platforms

From tots to teens, television viewers today have “Expectations—that every episode of every show is Available anytime.” They “don’t know a world where they had to wait for a program,” Tara Sorensen, the head of original programming at Amazon Studios, told the New York Times.

OTT stands for “Over the Top” and refers to any streaming carrier that promises content material over the internet. The carrier is delivered “over the top” of any other platform OTT is a fairly new phenomenon, so there’s a massive quantity of increase potential. Lots of businesses are coming into the OTT space, main to a extensive type of alternatives for clients, and growing portions of advert stock for marketers. As more humans reduce the wire and pass toward online-best media consumption, the manner to attain those clients will an increasing number of be through OTT services.

OTT structures are accessed through an app or website, which matches on quite a good deal any tool accessible that helps the internet. As lengthy as you’re connected, you may move content material from those structures. Choosing an OTT platform depends on the kind of content you’d like to stream. For TV shows, movies, and sports, Sony Liv and Disney+ Hotstar, while Amazon Prime Video and Netflix are home to some of the best original shows and movies. Voot, MX Player, Zee5, and other OTT platforms in India for regional content.

The lockdown brought on through COVID-19 noticed the consumption of on line content material growth manifolds. Before that, OTTs in India had a spot market. As the cinema halls have been shut, numerous customers switched to OTT systems for entertainment. Even manufacturers located it possible to launch their movies through streaming offerings to reduce down on losses. `OTT launch` have become pretty ordinary for movies this year. However, with the matters getting lower back to regular and the cinema halls now allowed to perform with hundred percent capacity, it’ll naturally take a few audience away who loves to see films at the Big screen in cinema halls.

1) Netflix

Netflix is the world’s leading subscription based Internet Television Network that offers original series, documentaries, and movies in distinct genres, Netflix was founded by Reed Hasting and Marc Randolph on 27 August 1997 in scoots valley, California and expanded internationally with the primary language- English. By the end of October 2021, Netflix will have over 214 million subscribers worldwide, including 74 million U.S. subscribers, 70 million subscribers in Europe, the Middle East and Africa, 39 million subscribers in Latin America, and 30 million subscribers in Asia-Pacific.

In India Netflix have approximately 3 million viewers, after being established in January 2016. It can be used by download Netflix application in smart phone, smart television, tablets etc. There is versatile content available on Netflix belonging to distinct genres- like thriller, comedy, documentary, drama, romance, from Rajma Chawal, Lust Stories, Brahman Naman, Pushpavalli and also most popular web series which is Sacred Games, Mirzapur. Context of Netflix original is very different from Indian cinema and censor board of India has no control over it.

For Netflix, streaming is very competitive market but it managed to be one of the best known streaming companies for media entertainment. Coping up with its competitors like Amazon Prime, Hulu Plus, XFINITY and even iTunes, the competitive advantage of low monthly fees and a wide variety of movies and TV shows has allowed Netflix to have a lasting presence in the streaming world. Netflix changed the way how entertainment industry is reaching out to its audience. Netflix hasn’t radically changed the look of television, but it has certainly expanded its definition and the Netflix series has realized the aesthetics of the media. At the same time, the Netflix service has embraced television and established itself as an alternative. Even before Netflix was a platform for original series, it was already changing the ways that viewer’s access, control, and watch television. Once just a distributor of television, it has now itself become television, offering creators a new playground upon which to experiment.

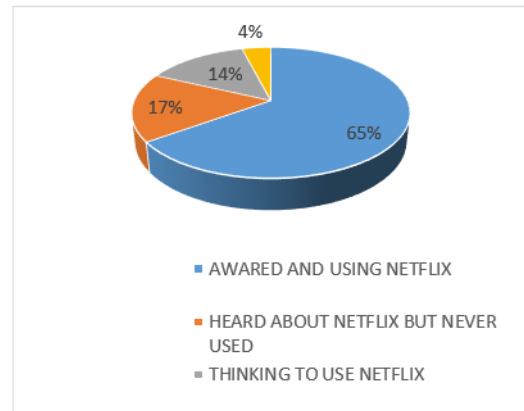
“Today’s Kids live in an on-demand world and expect to find their shows not just on TV but everywhere else—online, mobile, and VOD,” said Paul Condolora, senior vice-president and general manager for Cartoon Network New Media

In 2013, in accordance to analyze with the aid of using Price waterhouse Coopers, 63% of families within the United States used a video streaming Hulu, Netflix, or Amazon Prime (Solsman), and the Leichtman Research Group found, 22% of these families are streaming Netflix every distinct week of the year (“TV”). In English Canada, about 25% of citizens have signed up for Netflix. In families with teens, that parent jumps to 33%, and it rises once more to 37% in families with kids beneath the age of twelve(Oliviera). With its long-tail stock of TV shows and movies, commercial-free viewing experience, and “submit play” seamless episode delivery, Netflix is converting visitors` expectancies regarding what, how, and when they watch TV. As a result, viewers not unpredictably are viewing extra television, including in higher doses at a time.

5. Data Interpretation

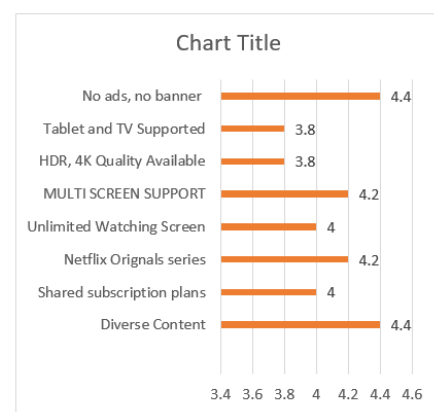
1) Netflix awareness

Figure 1 shows that majority of respondents 65% were aware of Netflix and using it for their online video streaming experience, while only few number 4% of respondents were unaware about this platform. Data shows that considerable amount of respondents 17 % have heard about Netflix but have never used it while 14 % are thinking to buy subscription and use it soon.



2) Initial reasons of watching Netflix streaming videos

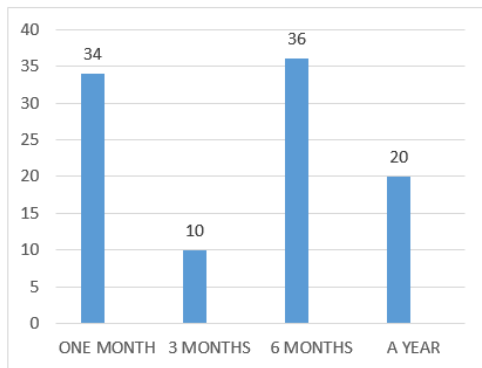
Figure 2 shows that 2 is based on a 6-point agree-disagree scale, where the segment uses the mean value to inform the reader of the stated results. Zero represents strongly disagree and five represents strongly agree. Therefore, the mean values in figure 2 represents initials reasons by respondents to start watching Netflix. Majority of respondents agreed with the statement that Netflix has “No ads, no banner” and offers “Diverse content” with an average mean score of 4.4. Netflix offers” Netflix Original shows” and “multiscreen support” got an average mean score of 4.2. “Shared subscription plans” and “Unlimited watching screen” got an average mean score of 4, while “HDR, 4K Video quality” and “Tablet and TV Supported” feature got an average mean score of 3.8.



3) Netflix subscription plan

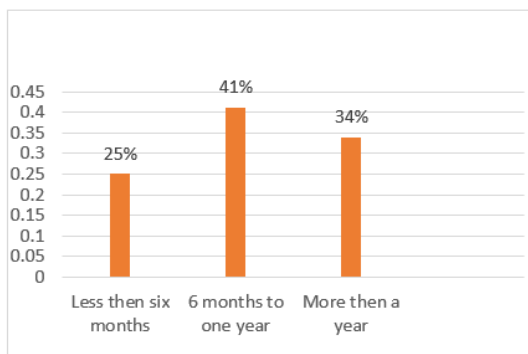
Figure 3 shows that majority of respondents 36% and 34% have subscribed Netflix for 6 months and 1 month. Considerable amount of respondents have taken one year

subscription plan while only few, 10% opt for 3 months subscription.



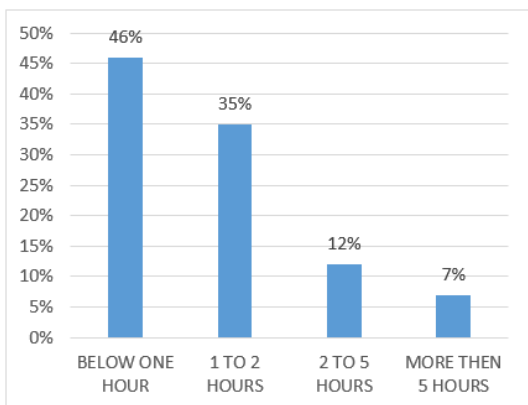
4) For how long you have been watching Netflix

Figure 4 shows that the majority of respondents have been using Netflix from six months to a year while 34% have been using it more than a year. Only 25% respondents have started watching Netflix since 6 months.



5) Time spent by respondents on Netflix daily

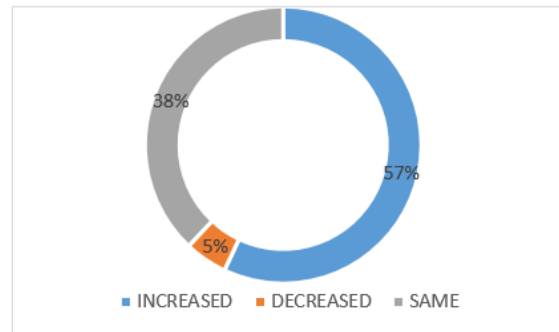
Figure 5 shows that majority of respondents 46% watch Netflix less than an hour while 35% watch to for one to two hours. Only few percent respondent 12% and 7% watch it for 2 to 5 hours and more than 5 hours on daily basis.



6) Netflix consumption increased lockdown

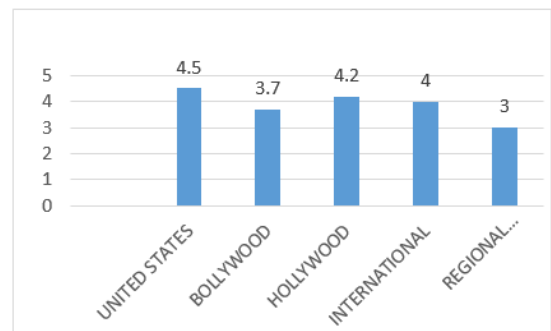
Figure 6 demonstrates that only 5% respondents stated that their Netflix consumption has decreased during lockdown, whereas 57% agrees that their Netflix consumption has increased during lockdown. 38% have no effect on their Netflix

consumption during lockdown.



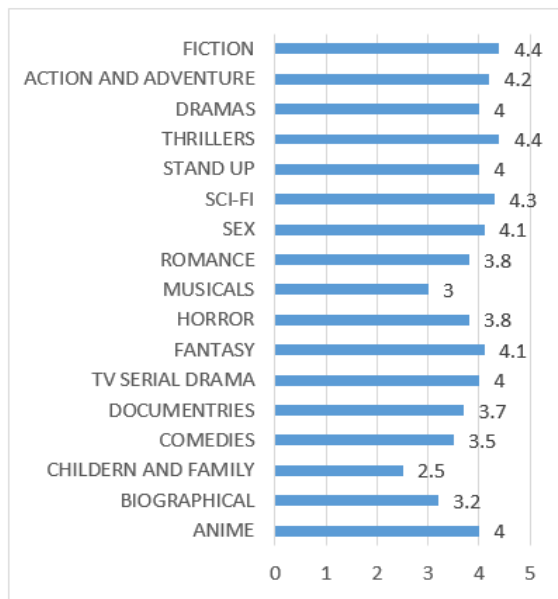
7) Movie content that respondents prefer

Figure 7 is based on a 6-point agree-disagree scale, where the segment uses the mean value to inform the reader of the stated results. Zero represents strongly disagree and five represents strongly agree. Therefore, the mean values in figure 7 illustrate content preference of respondents on Netflix. From above figure demonstrates that content created in US is most preferred movie content on Netflix among youth with average mean value of 4.5, with Hollywood content at average mean value of 4.2 and all other international content has been voted with an average mean value of 4. Indian Bollywood and regional content is comparatively watched less by youth on Netflix with an average mean value of 3.7 and 3 only.



8) Genre preferred

Figure 8 is based on a 6-point agree-disagree scale, where the segment uses the mean value to inform the reader of the stated results. Zero represents strongly disagree and five represents strongly agree. Therefore, the mean values in figure 7 illustrate the genre preference of Netflix subscribers. "Fiction" and "thrillers" are the two most preferred genre on Netflix with an average mean of 4.4. While "SCI-FI" and "Action & Adventure" are second and third most loved genre with an average mean of 4.3 and 4.2. "Sex" is also most excitingly watched genre among youth with an average mean score 4.1. "Dramas", "Stand up" and "Anime" are also most watched genre with an average mean score 4. "Romance" and "horror" movies are always the must including genre with an average mean score OF 3.8. "Documentaries", "comedies", and "Biographical" got an average mean score of 3.7, 3.5 and 3.2. "Musicals" and "Children and family" is the least preferred genre among youth with an average mean score of 3 and 2.5.



11) Prefer to see movies on Netflix or in cinema hall?

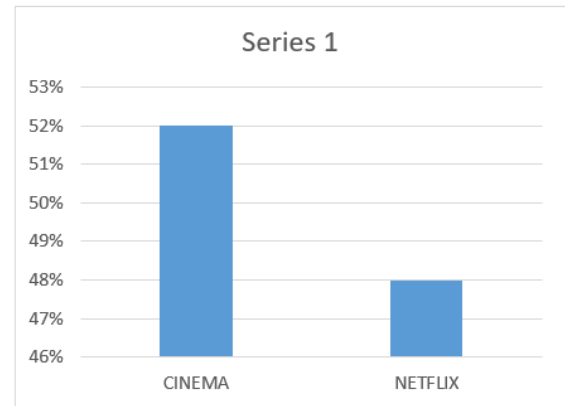


Figure 11 shows that although OTT platform are boom nowadays still 52 % of Netflix subscribers still prefer to go and watch movies in cinema while 48 % respondents prefer watching movies on Netflix than in cinema Halls.

9) Rate the content available on Netflix than other OTT platforms

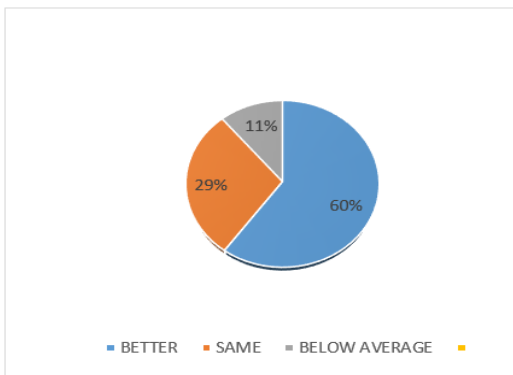


Figure 9 shows that majority of respondents 60% agrees that Netflix have better content than other OTT platforms while only 11 % respondents disagree with the statement. 29 % respondents are in view that Netflix offers similar content that majority of OTT platforms are streaming online.

10) Prefer Netflix over TV shows in leisure time

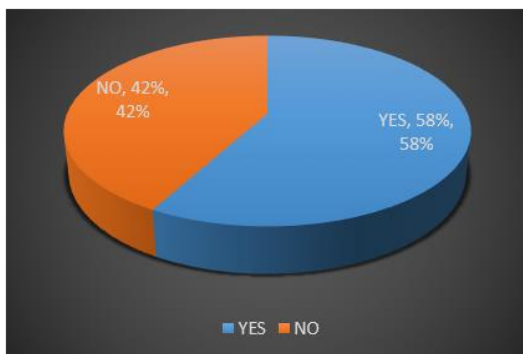


Figure 10 shows that 58%of respondents that are Netflix subscribers are now preferring to watch Netflix than traditional TV media, while 42 % of Netflix subscriber still prefer to watch TV shows in their leisure time.

6. Findings

About 65% of the youth in Jalandhar are using OTT platform Netflix for their gratification of online streaming video content, moreover many are interested to join the subscription soon. Majority of youth choose Netflix in all OTT platforms because of its diversified content plus there are no floating ads and banners during video streaming that are resistance to seamless entertainment. Netflix also offers multiscreen support that induces shared subscription and connections that is way more economical than any other OTT platform offering so diverse content. Majority of youth purchase for either 6 months or one month subscription plan for Netflix both being economical for youth and easy to pay off.

Netflix viewership has much increased among youth during the lockdown, youth have started adopting OTT platforms as their main source of entertainment during complete shutdown to fill the void created through quarantines, and majority of youth have subscribed Netflix during this last one year only. An average time spent by youth on Netflix was three to four hours on daily basis.

Observing the trend majority of youth found content available on Netflix more attention-grabbing than any other OTT platform. They are much amused to watch movies produced by US and Hollywood with its content revolving around Fiction Thrillers, Sci-Fi, Fantasies, Adventure and sex, Moreover, Netflix Originals are real game changers to engross huge audience to this platform. Majority of youth now prefer to watch Netflix over traditional TV shows but cinema trend can never downcast

7. Conclusion

OTT platforms have become a new trend in youth, Netflix is new alternative for TV shows with majority of youth shifting their need and gratification for entertainment towards OTT platforms preferring International and Hollywood content based on genre of Fiction, fantasies, Sci-Fi and Sex. So, this

technological shift additionally has considerable effect on TV application manufacturing decisions, distribution deals, and promotional strategies. The evolving procurer wish for over-the-top (OTT) streaming services (in preference to cable bundles) and video on demand (in preference to appointment viewing) is having a disruptive impact on conventional TV scheduling, ratings, advertising, and cable subscriptions. This is true that Netflix pop corns and peers together have become iconic for youth nowadays still the craze for cinema can never goes down. Majority of youth still prefer to watch their favorite movies in cinema halls.

References

- [1] Matrix, Sidneyeve. (2014). The Netflix Effect: Teens, Binge Watching, and On-Demand Digital Media Trends. *Jeunesse: Young People, Texts, Cultures*. 6. 119-138. 10.1353/jeu.2014.0002. Retrieved on December 6, 2021
- [2] Marketing on OTT/Over the Top Services. Retrieved on 10 December 10, 2021 from <https://www.adjust.com/glossary/ott-over-the-top/>
- [3] Netflix plans get price cut for India; now start at Rs 149. Retrieved on December 16, 2021.
- [4] Bassist, Elissa. "Addicted to Netflix: Teen-Soap-Opera Binge as Psychosis." *New York Magazine*. New York Media, 27 Feb. 2013. Retrieved on 10 December 10, 2021
- [5] Impact on Television Will Be Astronomical." *Seevibes TV Ratings*. Seevibes, 1 Sept. 2011. Retrieved on December 16, 2021.