

The Replacement of Conventional Television by Streaming Services

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Abstract: New media is opening new avenues and changing our daily lives. The increase in accessibility to Internet is changing the Indian cinema rapidly. There are multiple new technologies being used that allow the Indian audience to watch TV shows and movies on their personal gadgets. Some examples of popular Internet video content providers are Netflix, Amazon Prime and Hotstar. These platforms are quickly replacing the consumption of cable television and conventional cinema. Many companies are producing video content solely for these online platforms. Viewers can now watch latest movies, web series, short films, news or even documentaries at a time convenient to them at reasonable price with these streaming platforms. This study confirms that streaming services in India are not just replacing conventional or cable TV but also impacting the content of film and television industry. The objectives of this study aims to explore how Indian Television and Cinema are changing due to new emerging online platforms and how are viewers using these new digital platforms to watch video content.

This study of video watching habits and trends was based on a survey method. The study revealed that Netflix followed by Amazon Prime and Hotstar respectively encompass the largest percent of the streaming service market in India. Some of the Indian audience uses some of these applications without paying any money. Furthermore, content is streamed for up to 2 hour daily by a large number of people and the preferred time to stream is late night. Additionally, web series are the most liked content to watch on streaming services followed by movies. English was the preferred language to stream for Indian viewers online. The use of streaming services is largely done to fulfill the function of watching 'content on demand'. Action and comedy genre films are currently dominating the movies that are watched on the streaming services as well as conventional television. Almost all of the respondents agreed with those streaming applications are causing a change in television and film-watching habits in India, largely due to the convenience the service provides and the accessibility to international content.

The study further revealed that all respondents agreed that streaming applications have a future in India. The reasons being tied equally between Internet collaboration and Internet accessibility at number one and Cost effectiveness, digital quality and smartphone penetration- all three- tied at number two. Contrary to some established reports, this study has also found evidence that the level of outreach of these given streaming platforms in India may be limited due to piracy, illicit account sharing and, lack of regional and traditional content on these platforms.

Keywords: ALT Balaji, Amazon prime, Economies of scale, Economies of scope, Hotstar, Indian cinema, Indian television, Jio

cinema, Netflix, New media, Online cinema, Online distribution platforms, Voot.

1. Introduction

In the last decade, Indian cinema has witnessed rapid growth due to technological advancements in India. Technologies, especially the Internet and International content are changing the Indian media industry rapidly. Movies, TV serials and other video programs are watch on these new digital platforms by the Indian audience. In 2010, there was an emergence in the trend of satellite and home video rights. 60% of film revenues, in the start of the decade, were coming from theatrical screening of movies. While the other share of revenue was created by DVD/CD release, overseas rights, and DTH rights.

At the start of this decade, 60% of film revenue was coming from theatrical screening of movies (Goyal 2019). The other share of revenues was generated by other sources like CD/ DVD release, DTH rights and other overseas rights. However, this trend has been changing recently. There are 183 million television households in India and more than 100 million household possess pay television. ("How Indian TV universe expanded" 2017).

In 2017 a 3.7% increase was witnessed in total number of television viewing households. According to TRAI's 2017-2018 report, the growth rate of the Indian television industry is 12.24%. The total revenue of the Indian television industry in 2018 was Rs.734 billion, with its current growth rate, it expected to reach Rs.862 billion in 2020 according to business line. The television industry is valued at sixty-six hundred thousand crores.

Bollywood is the first largest contributor in the Indian film industry's revenue; and Tollywood (South Indian movie industry) is the second largest contributor. Other different language regional cinemas such as Bengali, Marathi, Punjabi, Bhojpuri and Gujrati are also spatially popular in the country.

In terms of the film production, India produces more than 900 short films and 1000 feature films each year making it the largest film industry (Nimmi "INDIAN FILM INDUSTRY"). These factors attract international collaborators and investors.

The demand for streaming applications and content inflexed, after the introduction of the cheaper data pack launched by Reliance Jio. Cheaper and fast 4G Internet and, consumption of

over 400 million smartphones (Asher & 10 2020).

resulted in the rapid growth of the Indian entertainment industry. According Business Standard's report, over 80 percent of online video content is watched on smartphones. Currently, around 2 in 5 households consume a video streaming service (PricewaterhouseCoopers).

Majority of the streaming service providers have started their services in the last 2 years. Netflix and Amazon are currently dominating the market. Both the international players started their business in 2016. The active app users are growing quickly for the international players. In addition, Netflix has collaborated with Airtel where three months free subscription is granted with each Airtel postpaid connection.

Piracy is a major concern for the Indian film Industry making the industry lose \$2.7 billion annually (Ians 2016). India is one of the top countries for sharing pirated content with a piracy rate of 65% according to First Post. Due to cost effective pricing of these digital platforms, the piracy rates are decreasing consequently.

Indian as well as international players are investing in the market of Indian streaming services. All major media players have started their streaming services in the country in the last few years. Hotstar (Star), Zee5(Zee), Jio TV, Alt Balaji (Balaji) and Jio Cinema (Reliance Jio) are local players.

The dependency of films on theatrical performance and watching of video programs on television sets are reduced by these online platforms. These digital platforms also decrease the production risk due their affordability and simple requirements.

Video distribution platforms link a professional and amateur video content producers to consumers and, advertisers; forming a "multi-sided" market. The amount of content that can be displayed on traditional platforms, such as broadcast/cable television, is limited (example, one program can only air at one time). Moreover, the size of audience is limited for cable TV as well due to location geographically. An application that distributes video or service over the Internet does not face either limitation as it can offer large video content libraries for 'on demand' viewing globally as long as the person has an Internet connection. Consequently, online video distribution platforms have expanded upstream and downstream video distribution markets. Resulting in a larger number of consumers watching more video content than before. The variety of content has also increased. Streaming services mainly specialize in user-generated content, while also retaining access to traditional content from cable operators, theaters and satellite broadcasters.

However, the streaming services do lack regional content and face many legal regulations on the content presented amongst each other. Most streaming services will not feature the same movie or TV show even if it's not exclusive to the platform. Getting conventional TV shows on streaming services is another difficulty due to copyrights. Moreover, the streaming services seem to be limited due to piracy issues, and lack of Internet access in certain parts of the country.

In many countries, policy makers have shown concerns about the impact on the production and consumption of local content, caused by online distribution. Conventional video distribution channels (cable TV and broadcasting systems) are being impacted by online video distribution. In this sense, the study aims to assess the impact of online digital distribution on the market of video content. The study explores the aim to analyze the extent to which streaming services could replace cable TV. The study portrays Indian viewers television and cinema watching habits and explores the limitations of the outreach these digital platforms could have.

2. Review of Literature

Streaming services are an example of over the top (OTT) service which could be regarded as a service which is potentially substituting traditional telecommunications and audiovisual service like video on demand and television or broadcasting services. Often, OTT services act as imperfect substitutes. In theory, econometric techniques could be used to measure and evaluate the substitution effects. In reality, however, data quality could pose difficulties. It also often is challenging to establish a clear causal relationship. That consumption of OTT services increased while that of a traditional service declined may suggest a causal relationship, however, the two tendencies do not have to be related to one another, or could result from an unobserved third phenomenon.

A. *The Economics of Video Distribution*

Video distribution platforms exemplify a multi-sided market. They serve viewers, content producers and advertisers (who help reach consumers) with their content. This means that costs decline as the market grows in video distribution and content markets making them subject to strong economies of scale. Moreover, the content is differentiated as consumers have heterogeneous tastes. The success of a distribution platform relies upon how efficiently it can match content with consumers that would be interested.

B. *Economies of Scale and Scope*

As mentioned earlier, the ability to attain economies of scale by an online video distributor determines its economic value. Economies of scale are referred to markets in which as volume of output increases the average costs decline ("Economies of scale" 2020). Economies of scope, on the other hand, refer to average costs declining as a result of diversity in output ("Economies of scope" 2020). Economies of scale and scope could exist on the demand and supply side of a market. Demand side economies of scale occurs when the value of a good increases with number of people who use. Demand- side economies of scope is when the product value increase with the increase in diversity of its consumers. Demand-side economies of scope are thus closely related with platform markets. In comparison with traditional video distribution platform, online distribution platforms have higher economic efficiency. This is because they increase, supply-side economies of scale, demand-

side economies of scale, supply-side economies of scope, and demand-side economies of scope.

Supply-side economies of scale: Compared to traditional video platforms, online video distributors have a better ability to encompass supply-side economies of scale. Online video distributors allow video producers to reach more viewers at lower costs. This is possible due to increased geographic reach, decreased infrastructure cost of video distribution and increased availability to consumers in place, time and the manner they choose. Firstly, online video distributors are not limited by geographic reach. Unlike traditional video platforms, signal or a cable operator wire line does not limit online video distributors. Online video distributors could reach anywhere there is an Internet connection. Larger audiences exploit the property known as first copy. This means that the costs of producing the video content remain fixed, however, the costs of making it available to an additional customer are nil. Online video distributors allow content producers of all sizes to reach a greater audience, by expanding the size of the market.

Second, online video distributors enable of economies of scales to be achieved in video distribution infrastructure. On one hand traditional video distributors defray the fixed costs to build a distribution infrastructure - like cable systems or movie theaters – solely over the audience for its on content. On the other hand, online video distributors capitalize on the ability of the Internet to showcase all kinds of digital content. This allows defrayal of infrastructure costs over all Internet users.

Third, online video distributors allow viewers to access content at any time and place of their choice, resulting in increased per capita consumption of videos. Mobile video consumption is growing rapidly as well due to 4G (and now soon 5G) mobile technology.

Supply-side economies of scope: Online video distributors are allowed to achieve supply side economies of scope due to internet distribution that drastically increases the variety of content available to consumers that is professionally and user-generated. Online video distributors can provide a larger variety of content than traditional providers at lower incremental costs. Cable and Satellite operators are limited to a certain number of channels and the volume of content. Contrarily to these online video distributors can distribute a large variety of content and the costs while doing so continuously decline with advancement of technologies and connectivity.

The structure of conventional video distribution has only limited slots that can be filled with programs, and when the one program is being delivered no other program can take that place. On the other hand, Netflix, Hotstar, etc., have no constraints on the programming. They can always include additional programming. Making one program available for viewers does not limit other programs the online video distributors can provide. It allowed customers globally to access different contents at the same time.

Online video distributor's increase consumer choice around the world efficiently. It may be uneconomic for conventional

TV platforms to distribute Turkish produced programs to an Icelandic market; however, online video distributors can add this to their libraries at minimal costs.

Demand side economies of scale: demand side economies of scale are network effects. It occurs when viewers gain higher value from taking part in large networks (an example of a network effect in the market for videos would be when consumers would watch programs that are watched by friends and acquaintances). The value viewers are gaining from interacting in communities of interest, which have similar interests to the viewer is the demand side economies of scale.

Demand-side economies of scope: When consumers on both side of the market value diversity is when demand side economies of scale arises. Online video distributors make demand side economies of scale better for all the consumers. The consumers value the access to the variety of unlimited content. Content providers are ability to reach new audiences and value the platform and advertisers get an enhances ability to target their audience better and send messages to consumers interested in their content.

As seen, economies of scale and scope in video markets are present. Low costs associated with supply side economics allow a larger variety of output; this consequently allows higher demand side economies of scale and scope to arise. These qualities have always been present in video production however by the rapid increase in size and scope online video distributors have increased the process rapidly. This had led to increased consumption and production of video content.

Platform markets by economists have been defined as markets, which bring together many economic actors. In markets with heterogeneous consumers for differentiated products a challenge remains to efficiently match consumers and producers on each side of the market with the best potential products or partners.

Video distribution platforms get together content creators, viewers and advertisers. Each of which are differentiated as none of the video program, consumer or advertiser can be identical to one another ("The Impact of Online Video Distribution on the Global Market for Digital Content" 2019) . Conventional video platforms, in comparison to online video distributors, are limited in their ability to efficiently match the participants to the content of their choice. This is due to the fact that they are limited by geographic reach of their infrastructure for distribution as discussed above, and their technology is linear in nature. Thus, conventional platforms cannot compete with online video platforms in terms of choices available for content.

Traditional video platforms are limited in their ability to find out information on the preferences of consumers. Surveys from consumers are usually used to see which shows or advertisements are effective on traditional video platforms. One more limitation is regarding search costs. Traditional video distribution offers on screen guides for programs as content discovery options. Online video distributors use algorithms, on

the consumers' side, to figure search patterns and match content efficiently.

Television advertising is limited in deciding placement of commercials and all programmers will have to make use of undifferentiated ads (in which few viewers may not be interested in the ads are but yet forced to watch them). All these factors altogether give online video distributors a strong economic foundation.

There is evidence showing that online video platforms have grown across all areas. This follows the economic theory that online video distributors have driven market expansion, which has caused increase in production and consumption of video content while simultaneously increasing quantity and quality.

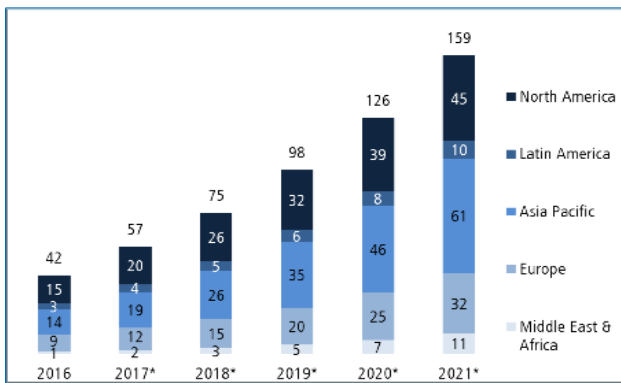


Fig. 1. Global consumption of online video

Source: Cisco, "Cisco Visual Networking Index: Forecast and Methodology, 2016-2021" (September 15, 2017) (available at https://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/complete-white-paper-c11-481360.html#_Toc484813989). Note: * forecast.

Figure 1, illustrates the global consumption of online video. In the recent years there has been a rapid growth in online video consumption. The increase is projected to be at a rate of 31% 2016-2021. The growth is largely cause due to access to portable devices to watch the video content on.

The study aims to explore to what extent online video distributors will replace conventional TV.

3. Objectives of the Study

1. To know the current trends in cinema and television due to streaming services watching habits of Indian viewers.
2. To know the perception of Indian viewers towards changes in Indian Television and Cinema Industry due to streaming services.
3. To understand to what extent streaming services are replacing conventional/cable TV.

4. Research Methodology

The study was based on a survey method. Questionnaires via google forms were used to collect data. The type of data collection was qualitative. The number of total respondents

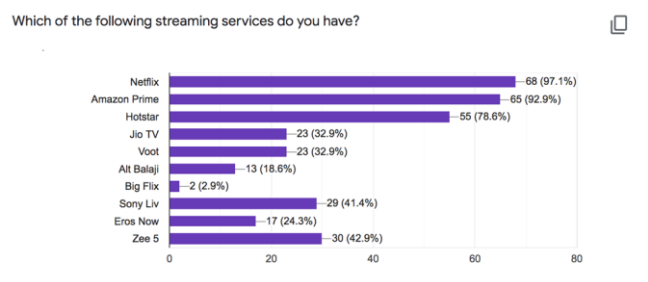
collected was 85. The respondents included an urban population of people over the age of 14. The survey took responses regarding the viewer trends in the industry, the online watching habits of users, the potential future and limitations in outreach of these streaming services in comparison to that of a conventional TV. The data is analyzed through the use of pie charts and bar graphs.

Alternative Hypothesis: Streaming services are changing the consumer watching habits and are replacing conventional TV

Null Hypothesis: Conventional TV impacts streaming services and their expansion is limited.

5. Data Analysis

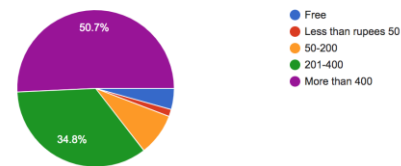
The data was collected online via the use of google forms. The questions were close ended and open ended.



There are quite few application in India that provide video content through streaming services. The first question aims to like at the streaming services the audiences have. Majority of the audience have more than one streaming service. 97.1% of respondents have Netflix followed by Amazon Prime with 92.9% of the respondents consuming it. Hotstar, an local service now collaborated with Disney, has the third largest amount of consumers. Eros Now, Alt Balaji have fewer viewers than the rest of the streaming services. Big Flix has only 2/85 viewers making use of it, making it the least preferred streaming service.

The next question asked was preferred streaming service to which 79 of the respondents said Netflix, followed by Hotstar, and then Amazon Prime.

Whats the monthly cost for your preferred streaming service?

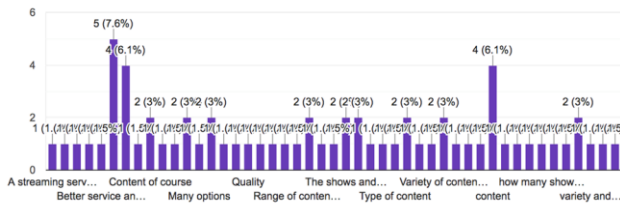


Majority of viewers pay over 400 rupees monthly to acquire their streaming service. Netflix being the major preference has a cost range between Rupees 199 to 799. Since most respondents own family packs they end up paying on the higher end of this range. 34.8% people pay between rupees 200-400.

8.7% pay between rupees 50-200. Only 4.3% of the audience streams for free while 1.4% streams for less than rupees 50.

The next question asked was: If you exclusively watch TV online, please list your reasons. Majority of the audience does not watch TV exclusively. They prefer streaming services due to the portability, convince of time / time flexibility, no ads, and the better content. Only 4 respondents watch only TV. This is due to them mainly watching sporting events and thus preferring live television for the live preview.

What is the main deciding factor while choosing a streaming service?

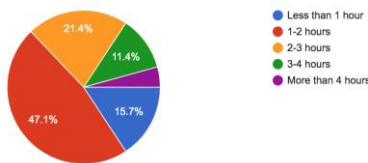


Most of the audience stated that the 2 main reasons for choosing a streaming service is the content quality and the variety of content they receive. Both are less limited in comparison to conventional television.

Do you plan on stopping your cable TV box and why? If not, then why?

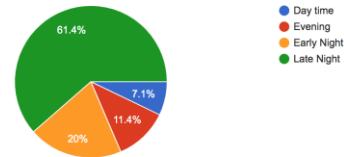
67 of the respondents answered saying yes, this is because they barely use their television now. They stated reasons to stop cable such as less content variety, too many ads. Moreover, 12 respondents said no because their grandparents find it easier to navigate on the TV and because live events are better on TV and there are less regional/traditional shows on streaming services. 6 of the respondents answered saying they have already stopped their traditional television boxes.

How long in a day do you spend on these streaming services?



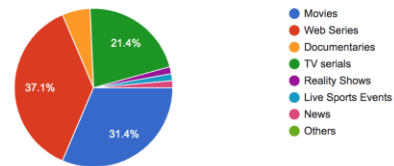
47.1% of the respondents spend 1-2 hours on streaming services. The audience surveyed was comprised of people over the age of 14, thus working people and children in high school comprised a majority percent of the people surveyed. They are usually busy in the day due to work and thus have 1-2 hours to watch entertainment. 21.4% watch entertainment on streaming services for 2-3 hours. Only 31.5% of people watch streaming services for over 3 hours.

Preferred timing to watch entertainment content (on streaming service or cable TV)



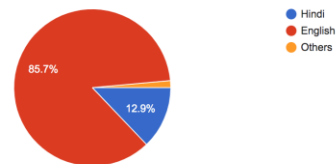
Most viewers prefer watching video content during late night, comprising of 61.4% of the people surveyed. Only 20% prefer watching content in early night, 11.4% like watch content in the evening and 7.1% like watching content in the day time. However, unlike streaming services, cable TV has set schedules for air timings. The daytime is used for repeat episodes while late night is used for commercials. In addition, evening and early night is considered the prime time, however, the timing the show airs may not be convenient to, few of the viewers.

Preferred content on streaming service application



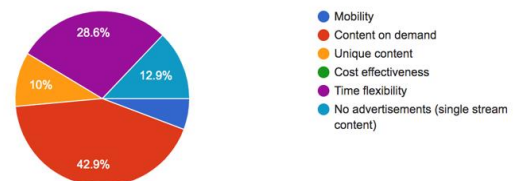
Majority of the surveys prefer web series. Web series differ from normal TV serials as they lack censorship. In addition, movies are the second most streamed on streaming services. A major reason being that only selected movies at selected timings air on conventional TV. TV serials comprise of the third largest sector. Live sport events comprise of the smallest sector on streaming services along with news.

Preferred language to watch streaming service content in



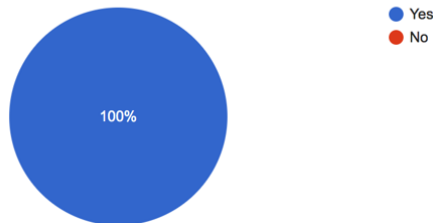
85.7% of viewers prefer watching content in English on streaming services, contrasting, to conventional television where most channels or programs are in Hindi or regional languages.

Reason behind use of streaming service



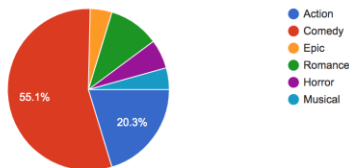
Majority of the viewers, 42.9%, watch streaming services due to content on demand being available. Meaning that streaming services are efficiently providing viewers with content of their interest. 28.6% use streaming services due to time flexibility, where they can watch their content at their preferred time. 12.9% streaming service consumers like the platform for the major reason that it lacks ads that continuously break the single stream. 10% of users prefer it the most because of it's unique content. Only 5.6% like it for its mobility.

Do you watch movies on these streaming services?



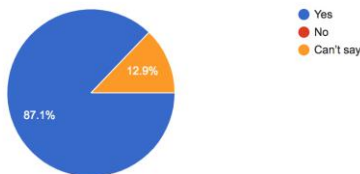
Every participant watches movies on streaming services.

If yes, genre of movies



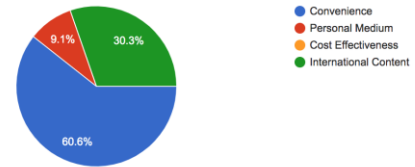
55.1% of participants said their top genre to watch on streaming services is comedy. A major reason behind these being the low censorship in comparison to conventional TV where scenes are cut out or certain jokes are muted. The next biggest genre is action comprising of 20.3% of respondents, followed by romance comprising of 10.1% of the audience. Horror makes up 5.8%, followed by musical and epics at 4.3% each.

Have you witnessed a change in television and movie watching habits due to streaming services?



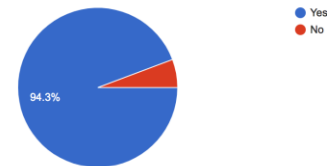
87.1% of the viewers said they have noticed a change in their watching habits due to streaming services while 12.9% said they can't say. None of the participants said they do not notice a change in their watching habits due to streaming services.

Reason (if yes)



60.6% of the participants said that the reason for the change in their watching habit was due to convenience. They could watch what they like when they like. 30.3% said it was due to the international content that expanded their taste and preferences in content they would be interested to watch. 9.1% said due to it being a personal medium. None of the participants said cost effectiveness.

Have you witnessed a change in Indian television and film industry due to streaming services?



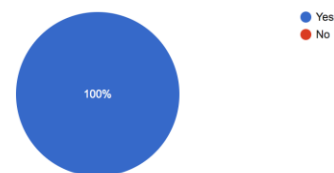
94.3% of the viewers said they witnessed a change in Indian television and film industry due to streaming services.

Reason



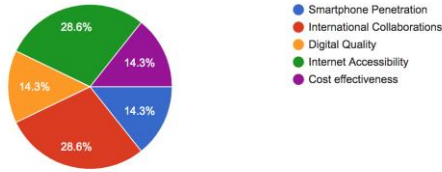
The reason behind this change was then asked. Majority of the participants, 31.9%, said it was due to quality of content. 30.4% said it was due to the convenience over television and cinema hall. 15.9% said it was due to new experiments with content. 7.2% said it was due to having content that wasn't censored. A minority said due to it being affordable and new technology.

Do you think there is a future of streaming services applications in India?



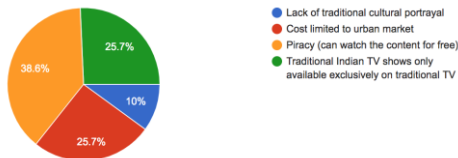
100% of the participants said yes, streaming services do have a future in India.

Reason (if yes)



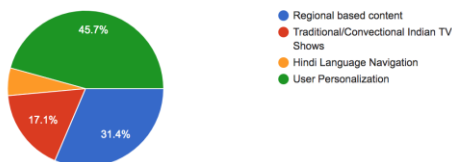
The biggest reason behind this is Internet accessibility and international collaborations, each at 28.6%, according to the audience. The next largest contributor is tied at 14.3% between smartphone penetration, digital quality and cost effectiveness.

Which of the following do you think limits the outreach of streaming services the most?



The next question asked was what limits the outreach streaming services have. To this most users responded saying piracy at 38.6%. India has multiple sites that give pirated movies. The second largest reason was the cost is limited to urban markets. This means that the cost could be unaffordable to those living in rural areas. Many make a monthly wage of 800 – 1000 rupees making it very tough for them to afford streaming services charging over 200 rupees. Cost limited to urban markets is tied with lack of traditional Indian TV shows, which are not available on streaming services. A majority of the audience prefers traditional TV shows, moreover, a large number of Indians are not fluent in English as much as their traditional language and thus may not like watching only international content instead of traditional content. 10% of Indians said that there is lack of cultural portrayal that makes their reach limited. This could be the lack of cultural values demonstrated which they fear could lead to cultural dilution.

Which of the following should be incorporated in streaming services?



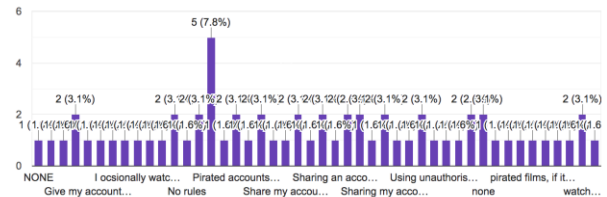
45.7% of participants to the survey said that incorporating user personalization could improve streaming services. This means users should be able to set their home page, better watch list abilities, navigation, etc. 17.1% said that adding traditional TV shows could be beneficial. 31.4% said regional content like epics; folks or mythologies should be incorporated. 5.7% said

there should be an option to navigate in Hindi.

What are the other additional purchases needed to be made for streaming services? (ex-internet, data, fire stick, smart TV)

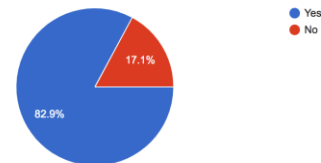
Users responded saying that additional costs incurred are towards having a fast Internet connection or mobile data. Few also said you have to purchase a smart TV and if you do not have one then a fire stick to enable you to watch these streaming service applications.

What rules do you break during consumption of streaming services (ex: using pirated films, sharing your account or using an account of someone outside your household) and why



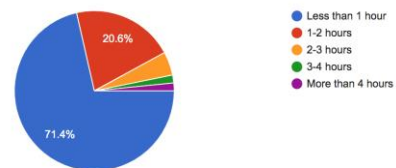
Majority of users said they use certain pirated websites at times to stream the movies. The second largest response was that they share their accounts or passwords with members outside the subscription plan. Only a minority follow the all the rules associated with streaming.

Do you have a convectional /cable TV?



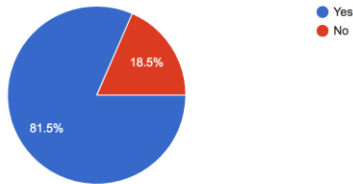
82.9% of respondents have a conventional TV such a satellite box or broadcasting system. 17.1% do not have a conventional TV.

How many hours a day do you use it?



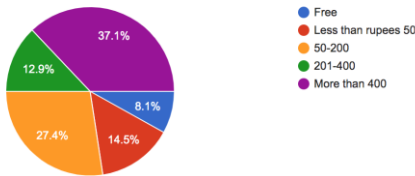
71.4% users use it for less than an hour. This is much less in comparison to streaming services where almost all users used it for over an hour. The reason for most viewers viewing conventional TV for less than an hour could be due to the fact that streaming services are replacing the use of conventional TV. 20.6% of viewers use it for 1-2 hours. Only 8% of viewers use it for over 2 hours.

Do you have active subscribed channels?



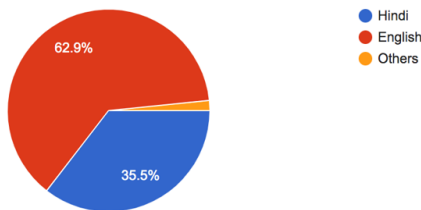
81.5% say that they do have subscribed channels on their conventional TV. 18.5% claim they do not, this also comprises of users that do not have a conventional TV. A few of the respondents who said no have a conventional TV but are replacing it with a streaming service instead.

Monthly cost of convectional TV



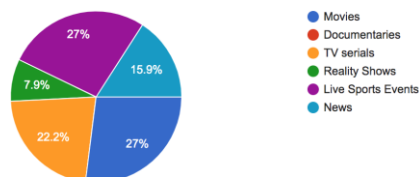
37.1% of people pay over 400 rupees for conventional TV. The cost for it is thus higher than that of streaming services the respondents make use of. In addition, 27.5% of people however pay only 50-200 rupees due to them only subscribing to few limited channels. 14.5% pay less than rupees 50, a majority of these are those that have stopped using conventional TV. 12.9% pay between 201 – 400 rupees. 8.1% watch conventional TV for free.

Preferred language to watch convectional TV



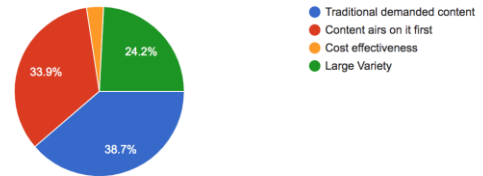
62.9% of people prefer watching conventional TV in English while 35.5% prefer watching it in Hindi. This is much higher number of people preferring to watch conventional TV in Hindi than that on streaming services.

Preferred content to watch on convectional TV



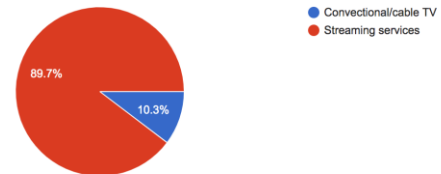
As seen, live sporting events and movies are the largest watched content on conventional TV followed by TV serials, then news and finally reality shows. The number of people watching news and live sport events are drastically higher than that of streaming services where the two content types made up a minority of the viewers.

Why do you like convectional TV?



38.7% of viewers like conventional TV as it has traditional content on demand. 33.9% like it due to the quick airtime of shows and movies. Many applications upload episodes of shows once they have been aired on conventional TV to their streaming service platforms. 24.2% prefer it due to the large variety to stream. A minority prefer it due to cost effectiveness.

Do you prefer convectional/cable TV or steaming services?
68 responses



89.7% of people prefer streaming services to conventional TV. Only 10.3% of the respondents prefer conventional TV.

6. Conclusion

Streaming services are impacting the watching habits of users, and providing them with content demanded. Content is the main decider regarding the purchase of a streaming service or online video distributor. Streaming services are rapidly substituting conventional television, however, their outreach is limited due to lack of traditional content, piracy and cost effectiveness in rural markets. However, their growth in urban markets is largely contributed to internet accessibility and international collaborations that are providing a wider range of content with less censorship. Conventional television has been differentiated to be used for live sporting events and news while streaming services are being differentiated for overall entertainment content. Streaming services or online video distributors are efficiently reaching economies of scale and scope on the demand side and supply side, thus being able to expand so rapidly. The alternative hypothesis and null hypothesis both have been accepted by the study.

7. Suggestions and Limitations

The limitation of the study remains that population sample size. More viewers must be surveyed to gain better-detailed insights. In addition, the population largely comprises of the urban population in the city of Mumbai, thus focusing on the likes of citizens with similar preferences. Survey results being conducted from all over India would give a better overall insight to the topic. A suggestion would be to further look into the cost effectiveness of both, streaming services and conventional television to see if price is as strong drive factor as content in picking between the two.

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