

Global Adoption and Impact of Over-the-Top Streaming Services: A Literature Review

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ABSTRACT

Purpose: Over the top (OTT) is an online content live streaming service that offers different types of media contents, such as movies and broadcasting programs through the internet, and enables users to watch content through various digital devices such as TV, smartphones, tablets, and PC. with one account beyond the set-top boxes connected to TV. It has totally transformed the way of content consumption around the globe. The present study performed a literature review on OTT live streaming services.

Design/Methodology/Approach: The investigation utilised secondary data to explore the present study, investigate the trends, explore the adoption of over-the-top live streaming services at the global level, and impact of emergence of over-the-top platforms on traditional media. The Scopus database was used to locate the data.

Findings: The study result indicates that perceived ease of use, perceived usefulness, attitude, facilitating conditions, content specific, native select, and volume for money are the most essential factors leading users to adopt live streaming services. The emergence of OTT services lead to a fall in the number of cable TV subscribers and decrease in the number of small companies offering the service. Many studies on OTT platforms conducted in developed countries specially in Korea and South Korea, Taiwan, China, USA and UK. Also, the primary theories utilized in the context of OTT live streaming services are technology acceptance theory, and uses and gratifications theory. The extensive literature also revealed the necessity to conduct studies on OTT live streaming services context.

Originality/Value: The study investigates the trends, explores the adoption of over-the-top live streaming services at global level and impact of emergence of over-the-top platforms on traditional media apart from substantial contribution to the existing knowledge on OTT services context by performing extensive and in-depth literature review. Also, review of literature provides directions for further research.

Paper Type: Review of Literature

KEYWORDS: Adoption | OTT Streaming Services | Millennial | Cable TV Services

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Introduction

Over the top (OTT) is an online content live streaming service that offers different types of media contents such as movies and broadcasting programs through the internet, and enable users to watch content through various digital devices such as TV, smartphone, tablet and PC with one account beyond the set-top boxes connected to TV (Y.-S. Kim & Kim, 2024). The developments in information and communications technology (ICT) and advancements in the media and entertainment industry during the last few years have led to the advent of service platforms (Soren & Chakraborty, 2024). The media and entertainment industry domineer the OTT market due to the increase in the number of live streaming service users in developing countries like India. Further, reduced data plans and extensive penetration of mobile devices has allowed an exponential rise in the adoption of OTT streaming services (Kour & Chhabria, 2022).

These services offer genres like crime, thriller, comedy, drama, horror, etc., as opposed to traditional broadcasters restricting the viewers to only a few genres (Singh et al., 2021; Soren & Chakraborty, 2024). It has totally transformed the way of content consumption around the globe. OTT streaming services play a substantial role in entertaining people worldwide and have become an important and integral part of the modern media and entertainment industry (Soren & Chakraborty, 2024).

Users of online streaming services can use these services at any time and any place using their smart devices i.e., smartphone, tablet, etc. They can pause, play, rewind, and repeat the content. OTT services provide full control to their users and make it different from traditional media. As a result, an increasing number of households go for popular OTT services (Sridevi & Ajith, 2023). Over-the-top (OTT) consumption has surged significantly over the last year and reached 204 billion minutes from 181 billion minutes (Chanda

& Islam, 2024). The global OTT market is forecasted to gain further traction, and revenue is expected to reach US\$271, 837m by 2025 (Chakraborty et al., 2023). The global OTT market size was valued at \$121.61 billion in 2019 and is forecasted to reach \$1,039.03 billion by the year 2027. Thus, growing at a compound yearly growth rate of 29.4% from 2020 to 2027 (Kesharwani, 2020). The three largest OTT markets are India, China, USA have commanded over two-thirds of global OTT revenues, with \$6 billion, \$19 billion, and \$68 billion respectively.

Some popular OTT platforms include Netflix, Disney+ Hotstar, Amazon Prime Video, Hulu, and YouTube, Apple TV+ (Polisetty et al., 2023). Other than these platforms Zee5, Sony Liv, and Voot are dominating the market. Due to the increasing shift from traditional media to OTT streaming services, multiple local players have entered into the market and ventured to compete against these leading names. Providing services in regional language at relatively economical price compared to major players make these players very much competitive (Chakraborty et al., 2023).

Research Methodology

To explore the global adoption and impact of over-the-top live streaming services, secondary data was utilized. The data ranges from 2017 to 2024. Extent literature was obtained utilizing scopus database, which provides most comprehensive research available. The papers were searched and extracted using the query formulated by the following keywords:

("OTT" OR "Over The Top") AND ("Adoption" OR "Acceptance" OR "Usage" OR "Use") AND ("Traditional TV" OR "Cable TV" OR "Dish TV" OR "Pay TV")

Review of Literature

Table 1: Review of Literature

Authors	Findings
Lee et al. (2024)	This study examines the extent to which broad, lifelong, and stable personality traits have an effect on binge-watching behavior. Utilizing secondary data from the Korean information society development institute, this study exhibit that OTT use is positively influenced by openness to experience and the need for cognition. Binge-watching is positively influenced by openness to experience, emotional stability, conscientiousness, and need for cognition. Consequently, this study examined the extent to which broad, lifelong, and stable personality traits have an effect on binge-watching behavior.
Chanda & Islam (2024)	The paper objective is to explore the factors affecting OTT consumption of baby boomers. By conducting semi-structured in-depth interviews, this research identified ten themes which affect OTT consumption of baby boomers: 1. Comfort level, 2. Quality, 3. Hedonic motivation, 4. Satisfaction, 5. Regulations, 6. Choice, 7. Price, 8. Variety, 9. Social connect, 10. Social trend.
Soren & Chakrabort, (2024)	Through online survey and PLS SEM the study depicted that behavioral intention is positively associated with hedonic motivation, effort expectancy, social influence, performance expectancy, and habit. Also, satisfaction is affected by use behavior, price value, hedonic motivation, perceived trust, and video content availability. Furthermore, habit and behavioral intention are positively associated with use behavior.

Zulfikri & Susanto (2024)	The study explores the key factors that effect consumers' intention to use OTT services. In the context of Brunei Darussalam, the findings disclosed that intention to use is positively affected by perceived ease of use, perceived usefulness, perceived innovativeness, and service quality but not affected by information seeking and entertainment. Moreover, intention to use is positively related to adoption of OTT.
Tsai et al. (2024)	The study's aim is to examine the consumers' usage intention for over-the-top (OTT) video streaming platforms and applying the UTAUT-2 to develop a holistic evaluation model. The discovered ten dimensions are performance expectancy, effort expectancy, social influence, personal innovativeness, facilitating conditions, hedonic motivation, price value, usage behaviour, usage habit, and behaviour intention, with effort expectancy, performance expectancy, personal innovativeness, and facilitating conditions as the most essential factors.
Lim & Kim (2023)	The study empirically examines the factors effecting users' intentions to subscribe to global OTT service (Disney Plus) through the local IPTV service. The finding indicates that intentions to subscribe to global OTT through local IPTV is influenced by perceived value of global OTT and perceived benefit of global OTT integration, dissatisfaction with local IPTV is positively influenced by perceived original content diversity of local IPTV but negatively influenced by perceived convenience of local IPTV and perceived monetary value of local IPTV. Further, perceived value of global OTT is positively associated with perceived local content diversity of global OTT, perceived original content diversity of global OTT, and perceived monetary value of global OTT.
Chen et al. (2023)	The objective of this paper is to explore the factors influencing users' willingness to use the paid video streaming platforms using TAM. The results indicate that perceived usefulness and attitude positively influence actual use behaviors. The positive association between attitude and actual use behaviors is moderated by perceived price. Furthermore, subconstructs i.e., convenience and content diversity are the most influential factors that influence consumers' willingness to use.
Sridevi & Ajith, (2023)	The study's aim is to explore the factors that effect the switching intention from traditional cable TV to OTT using push pull mooring framework. The results revealed that switching intention is positively influenced by frustration with TV, perceived convenience, trialability, and trendiness but negatively influenced by cognitive lock-in.
Polisetty et al. (2023)	This study integrated both facets i.e., adoption and resistance dynamics among consumers, also considered a propagation mechanism which is unexplored in the context of OTT. The findings reveal that functional barriers, psychological barriers, & individual barriers positively influence the consumer resistance to OTT, which in turn have a significant negative influence on continuation intention. Also, the negative relationship between consumer resistance to OTT and continuation intention is moderated by habit. Further, innovation and consumer characteristics have a positive impact on willingness to subscribe to OTT, which is positively related to continued usage behaviour. Also, the relationship between willingness to subscribe OTT and continued usage behaviour is moderated by propagation mechanism. Willingness to subscribe OTT fully mediated the relationship between innovation characteristics & continued usage behaviour and consumer characteristics & continued usage behaviour.
Chang & Chiu (2023)	The paper investigates the factors that affect users who switch or stay in OTT services. The finding states that users are more likely to switch between OTT service providers when push effects (service value and customer satisfaction) are present. When it comes to switching decisions, family and friends had a greater influence than incentives offered by service providers. The mooring effects (switching costs and habit) moderated the relationship between push factors (service value and customer satisfaction), pull factors (attractiveness of alternatives and social influence), and users' switching decisions and directly affected continuous subscriptions. Consequently, more friend and family recommendation packages and price incentives would increase OTT market competition.



Yadav et al. (2023)	This study's objective is to identify the factors that demonstrate the consequences and growth of the over-the-top (OTT) over the traditional medium and the effect of OTT platform's consequences on gender & occupation. By performing factor analysis and ANOVA, the results concluded that live streaming services influence the lifestyle and young people cohort is the most impacted segment in India. Content availability, high volume of sexual, violent, and abusive content on these platforms captures the attention of young people and has a psychological impact on them causing insecurities, despair, and insomnia. Also pushed them away from traditional television. Additionally, the young people are losing academic ground and becoming more vulnerable to health problems due to a lack of physical activity. Furthermore, gender and occupation are significantly associated with consequences of the OTT platform.
Bhattacharyya et al. (2022)	In the Indian context, this paper identifies and empirically examines the key factors influencing the potential consumers' acceptance/usage intention of OTT streaming services. This paper is one of the first studies to examine the adoption procedure with imputation for the hedonistic motivation for acceptance regarding OTT streaming services and amplify the UTAUT2 model. The finding reveals that hedonistic motivation for usage is positively associated with value expectancy, social influence, habitual behaviour, and security conditions. Moreover, value expectancy, ease of effort, social influence, habitual behaviour, and security conditions partially mediated the relationship between favourable economic position & hedonistic motivation for usage, content quality & hedonistic motivation for usage, and favourable infrastructure conditions & hedonistic motivation for usage.
Menon (2022)	The study's aim is to examine the relationship of various U&Gs of OTT video streaming platforms with the intention to subscribe to OTT platform and continue using it. No previous research has investigated the association between OTT streaming platforms' different uses and gratifications, subscription, and continuation intentions. The results depicted that the significant predictors of subscription intentions are convenient navigability, binge watching, and relaxation. Moreover, convenient navigability, binge watching, and entertainment U&Gs have significant associations with continuation intentions. This study adds to the growing body of OTT research by advancing the theoretical understanding of this contemporary form of digital content service and its predictors.
Silva & Lima (2022)	The study's aim is to investigate the possible competitive effects of Netflix's entry on the incumbent Brazilian cable TV industry. Since it entered the country, the live streaming service's popularity has grown gradually, making Brazil the company's second-largest market. Meanwhile, the number of cable TV subscribers fell remarkably to 15.9 million in 2019 as opposed to 19.4 million in 2014. Consequently, the increase in Netflix's popularity is related with a 3.62% reduction in the number of cable TV subscribers and a 19.69% decrease in the number of small companies offering the service.
Kwak et al. (2021)	The study's objective was to explore the influence of demographic characteristics and consumer values on paid OTT usage. The results indicate that TVOD spending is negatively influenced by age and self-fulfillment, SVOD spending is negatively influenced by sense of accomplishment. Further, monthly spending on TVOD & monthly spending on SVOD are positively influenced by income, warm relation with others & fun and enjoyment in life, negatively influenced by education level, and no association with sense of belonging and self-respect variables. TVOD spending was higher among non-desk jobs and less among unemployed as they spend more on SVOD. There is no association between gender and paid OTT usage. Also, there are disparities in the impact of paid OTT service user's characteristics and consumer values of paid OTT services on monthly spending on TVOD & monthly spending on SVOD across countries.
Camilleri & Falzon, (2021)	The study empirically explores the individuals' uses and gratifications from online streaming technologies during COVID-19. The results indicate that intention to use online streaming services is influenced by perceived usefulness and motivation for ritualized use. Further, perceived usefulness fully mediated the association between perceived ease of use and intention to use online streaming technologies.

Koul et al. (2021)	The study's objective is to identify, rank and develop integrated interactions factors that influence the millenarian consumer's OTT service selection. The results indicate that wide content range is the most significant predictor of the selection of an OTT platform, with subscription fee, favorite content, exclusive and original content, trending content, platform's appeal and features, live entertainment/sports, local language content, and a good marketing strategy following in the order of decreasing importance. Further, eight factors were lessened to just three factors/components using dimension reduction technique i.e., content specific, native select, and volume for money.
Nagaraj et al. (2021)	The study identified the reasons for subscribing and not subscribing OTT services, also identified five major factors and their influence on consumers' online subscription preferences. The finding indicates that there are fourteen reasons for adoption and eleven reasons for resistance behaviour. Age, education, occupation, income and household structure of the respondents affected participants' willingness to subscribe for OTT services. Further, convenience, content, price, quality, and features affected participants' willingness to subscribe for OTT services.
Shon et al. (2021)	The study empirically examines the influence of the introduction of global OTT platforms (YouTube and Netflix) on the regional video content industry in South Korea through meta-frontier analysis and stochastic frontier analysis. The study revealed that the content production industry is positively influenced by size of the company but negatively influenced by time trend. YouTube and Netflix foster the video content distribution industry but impede the video content production industry.
Udoakpan & Tengeh (2020)	The study's objective is to examine the impact of OTT TV services on traditional pay-TV services in South Africa. Utilizing descriptive statistics, this study revealed that pay-TV services cannot be replaced by over-the-top TV services (since many do not have internet connection, OTT TV streaming services do not now pose a direct threat to pay-TV operators, this might change in the future). Millennial generation age groups prefer OTT TV for first-time subscription over pay-TV, reasons being subscription fees, availability of variety of content, customer service, price, type of the respondents' jobs (which involve travelling). Further, OTT TV services are not preferred over pay-TV services by the majority of new subscribers.
Hou et al. (2019)	The study investigates the factors effecting people's continuous watching intention and consumption intentions of live streaming in Chinese context. Through interviews and survey and applying PLS-SEM, the results revealed that social status is related to consumption intention for each kind of live streaming. Further, when types are stated, the relationship between humor appeal and consumption intention appears to be substantial for education live streaming but when types are not stated, sex appeal is associated with consumption intention. While considering types, the association is found significant for personal sharing and education live streaming but not substantial for event live streaming.
Chen & Lin (2018)	The study's aim is to explore the factors influencing audiences' Watching Intention. This study was conducted in Taiwan. This study utilized SEM technique and the findings reveal that attitude and perceived value positively associated with live-stream usage intention.
S. Kim et al. (2017)	The paper objective is to investigate the key attributes and consumers' marginal willingness to pay (WTP) for OTT services. Consumers in China were willing to pay a total of 22.6 yuan (3.4 USD) per month and in Korea 3530 won (3.1 USD) for OTT services that offered personalized recommendation systems, 4 K UHD resolution, and a wider range of ways of watching content. Also, the study identified that recommendation system and viewing options as important attributes of OTT services that influence Chinese and Korean consumers' marginal willingness to pay for OTT services.



Discussion and Conclusion

The study investigates the trends, adoption of over-the-top live streaming services at global level and impact of emergence of over the top platforms on traditional media. The findings revealed that adoption of OTT services is significantly affected by hedonic motivation, habit, satisfaction, social influence, and social trends. Perceived ease of use, content specific, perceived usefulness, attitude, facilitating conditions, native select, and volume for money are the most essential factors leading users to adopt live streaming services.

The global OTT platforms specifically, YouTube and Netflix foster the local video content distribution industry but impede the South Korean regional video content production industry. Furthermore, users intend to switch to OTT services from traditional cable TV services reasons being, frustration with TV, perceived convenience, trialability, trendiness. Service value, customer satisfaction, family and friends are the critical factors influencing choice of OTT service providers. The emergence of these services led to a fall in the number of cable TV subscribers and decrease in the number of small companies offering the service.

OTT live streaming services influence the people's lifestyle, specifically the young people cohort is the most impacted segment, causing them insecurities, despair, and insomnia. Millennials prefer OTT TV for first-time subscription over pay-TV reasons being, subscription fees, customer services, availability of a variety of content, type of the respondents' jobs (which involve travelling).

The extensive literature discloses that there are many studies on OTT platforms conducted in developed countries specially in Korea and South Korea, Taiwan, China, USA and UK. However, there are substantial opportunities of conducting studies on OTT platforms in the context of developing countries including Indian (Sadana & Sharma, 2021). Further, most of the studies conducted focus on people who are in their 20's and 30's (Hyun Yoon & Ku Kim, 2023; Kesharwani, 2020), but other cohorts cannot be ignored (Chanda & Islam, 2024; C.-H. Chen et al., 2023; Shin & Park, 2021).

Furthermore, the primary theories utilized in the context of OTT live streaming services are technology acceptance theory, uses and gratifications theory. Future research may be conducted by integrating two or more user-oriented frameworks (Camilleri & Falzon, 2021; Jeong et al., 2022; Soren & Chakraborty, 2023, 2024) for a comprehensive and broader understanding in the domain. Also, future research may focus on variables such as familiarity with streaming services, attitude towards streaming services, trust of streaming services, demographic variables, negative traits of addiction (Singh et al., 2021), types of devices, socio-economic factors, platform-based attributes, type of content (Yousaf et al., 2021), time spent on OTT, and user's platform preference in the domain of OTT live streaming services.

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Annexure 16.2.12

Submission Date	Submission Id	Word Count	Character Count
17-Apr-2024	2365845 (DrillBit)	4430	31816

Analyzed Document	Submitter email	Submitted by	Similarity
5.6 RoL6_Ritu_GJEIS Apr to June 2024.docx	rituanchlas29@gmail.com	Ritu	05%



SIMILARITY %		MATCHED SOURCES		GRADE	
5		6		A	
A-Satisfactory (0-10%)		B-Upgrade (11-40%)		C-Poor (41-60%)	
D-Unacceptable (61-100%)					
LOCATION	MATCHED DOMAIN	%	SOURCE TYPE		
1	www.dx.doi.org	2	Publication		
2	Thesis Submitted to Shodhganga, shodhganga.inflibnet.ac.in	1	Publication		
3	Thesis Submitted to Shodhganga Repository	1	Publication		
4	mhealth.jmir.org	<1	Publication		
5	www.researchgate.net	1	Internet Data		
6	s3-ap-southeast-1.amazonaws.com	<1	Publication		

Reviewers Memorandum



Reviewer's Comment 1: The author came up with a contemporary idea of "Global Adoption and Impact of Over-the-Top Streaming Services." The paper attempts to explore the trends, the adoption of over-the-top live streaming services at the global level and impact of emergence of over-the-top platforms on traditional media. Moreover, this review paper utilised secondary data to explore the present study and Scopus database was used to locate the data.

Reviewer's comment 2: A good review of literature was done by the author. The author studied over the top (OTT) is an online content that has totally transformed the way of content consumption around the globe. The rise of OTT services has resulted in a decline in cable TV customers and a reduction in the number of small service providers. Study has some implications for the practicing managers as well. The study revealed the necessity to conduct studies on OTT live streaming services context.

Reviewer's comment 3: Although the paper is quite well-structured, the literature review could provide a clearer image of the scenario. The author has addressed nearly all significant factors contributing to OTT live streaming services and theories that are utilized in the context of OTT live streaming services.



Ritu and Madhulika P. Sarkar
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Conflict of Interest: Author of a Paper had no conflict neither financially nor academically.

Editorial Excerpt



The article has 5% of plagiarism which is the accepted percentage as per the norms and standards of the journal for publication. As per the editorial board's observations and blind reviewers' remarks the paper had some minor revisions which were communicated on a timely basis to the author (Ritu and Madhulika), and accordingly, all the corrections had been incorporated as and when directed and required to do so. The article presents a comprehensive understanding of the trends, adoption of over-the-top live streaming services at global level and impact of emergence of over the top platforms on traditional media. This study contributes a novel approach by introducing comprehensive knowledge about adoption of OTT services and the most essential factors that lead users to adopt live streaming services. After comprehensive reviews and the editorial board's remarks, the manuscript has been categorized and decided to publish under the "Review of Literature" category.

Acknowledgement



The acknowledgment section is an essential part of all academic research papers. It provides appropriate recognition to all contributors for their hard work and effort taken while writing a paper. The author is highly indebted to others who facilitated accomplishing the research. Last but not least, endorse all reviewers and editors of GJEIS in publishing in the present issue.

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