

Making identification of the best model in VOD business

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Abstract - This analysis reflects the ways the alternative option of entertainment has grown significantly in the last decade. More than 60% of young people all across the world are making use of OTT platforms for entertainment purposes. The main reason behind this is the availability of favorite subjects that are needed for entertainment. The use of SVOD service is used by the people to register for a specific platform to sign-up for a specific form of content. There is innovation in terms of the pricing strategy based on the place of marketing, the resolution of the videos, and factors such as *Premium service or not*. On the contrary, the AVOD platform is available for free and due to this, there is the ease of inaccessibility. In recent years the AVOD service has outgrown the SVOD service and as a result of this, there is a strong and effective benefit for work. The work also can ensure that there is an effective benefit for the work and ensure efficiency in the workplace. There is also a large diversity in the AVOD platforms, which makes for a better experience in terms of entertainment and also education. These are the important reason from the client's point of view that makes AVOD a better VOD platform.

Key Words: SVOD service, AVOD service, OTT Platforms, VOD Platforms, CTV Report

1. INTRODUCTION

1.1 Research Background

With the inclusion of the *Ever-Changing world*, it is found that there is a need to ensure the change in the operation to ensure growth ineffectiveness. It is seen that the use of *Video* is coming in a fast and hard to ensure complete domination of the entertainment and marketing space. There is significant growth in the desktop streaming technique and making purchasing decisions to change the ways entertainment is done.

It is also expected that the *Video-On-Demand (VOD)* business is growing rapidly with a 15% CAGR from the year 2020 to the year 2026. From around \$83 billion in the year 2022, the demand is expected that there is a growth of CAGR of 17.6% to reach around \$260 billion by the year 2029. Different forms of VoD service allowed in the workplace include *Subscription Video on Demand (SVOD)* and *Ad-Based Video on Demand (AVOD)* (Lee and Lee, 2021). Along with this, there is also the presence of *Transaction-based Video on Demand (TVOD)*, which plays important role in purchasing content. With the outbreak of

the Covid19 pandemic, there is a strong and sustainable change in trend as there is growth in online TV.

1.2 Problem Statement

More than 64% of the people with Wi-Fi connection are streaming the video and it has grown from 17% in the last year pandemic. 47% of the *traditional television service* have stated that people belonging to the age group of 17 years and 49 years consider them light. Around 27% of the traditional television has presented them as strong and effective growth of work. While the growth of video demand has been sustainable, there is growth in the workplace to ensure strong and effective benefits for work (Grece, 2021). It is also important for companies to ensure that there is a challenge with advertisement and content with the help of VOD delivery. There is a need for the companies to ensure that there is standardization across the set-top boxes to deal with Wi-Fi. There is also the presence of *Multiplatform Presence* to ensure that the content is accessible over varieties.

1.3 Scope of the research

The scope of the research is high as it allows the readers to gain an advantage about the trend regarding VOD service. There is also an analysis of the AVOD and SVOD model to ensure a complete balancing act to ensure growth in the pattern. There is also an analysis of the ways to ensure that mitigation of challenges in OTT is done to ensure benefit for work (Lee et al. 2022). The analysis of the content innovation and its influence on the Content innovation, USP, and Intent to Stay Invested in the workplace is also found.

1.4 Research Aim

The aim of the research is "*Find out how the VOD model is implemented through OTT and its approach towards content innovation.*"

1.5 Research Objective

The objective of the research is the following:

- To find out the consumer satisfaction level in watching the OTT platform.
- To find out the reason that is spent through consumers on an OTT service and why.
- To analyze the approach for content innovation and the Approach for creating USP.

- To find out the specific intention of the time and money invested.

1.6 Research Question

1. What is consumer satisfaction with watching the OTT platform?
2. What is the reason for the comeback and time spent by customers on OTT service?
3. What is the approach for content innovation and approach for creating USP?
4. What is the specific intention of time and money received?

1.7 Research structure

1. The initial chapter is the introduction where the introduction of VOD service and different VOD models is presented along with examples.
2. The *second chapter* is the literature review that analyzes the *hypothesis* to ensure strong and effective growth.
3. The *third chapter* is the *research methodology* that takes into consideration the *Data Collection Method* along with *Research Approach*, and *Research Design*.
4. The *fourth chapter* is the *Data analysis method* that helps to analyze the collected data from the work.
5. The *fifth chapter* in the research is the *Conclusion and Recommendation* to ensure strong and effective growth for work.

2. Literature Review

2.1 Introduction

This review of the literature is done to find out a detailed analysis of the OTT platforms along with their advantages and disadvantages. The application of the SVOD and AVOD model along with their link with customer satisfaction is presented clearly in the literature. The exploration process also includes the reason for innovation and the different styles of innovation used in the OTT platform. The advantage and disadvantages of the different models are presented along with the analysis of the reason for which growth in the work is done.

2.2 Time invested through consumers on SVOD and AVOD platform

Based on the analysis of *time spent on AVOD*, it is found that there is a growth of around 9.3% by the first quarter of 2021, and as a result of this, there is a growth of 38% in work. During the same time of SVOD, there is a continuous decrease of work by around 8.6% to reach around 32% to ensure that there is a state of CTV report. Hence, it is clear that the ad-supported video service has surpassed the

higher-profile subscription-based service convincingly to ensure growth in work. TVision has also stated that there is also the importance of strong advertisement and media buyers that is concerned to reach consumers (Palomba, 2020). This happens if there is a cut in the cord of the shift for add-free services such as *Disney Plus*, *Amazon Prime*, and *Netflix*. The use of such factors is also influential for the companies to ensure that there is a presence of *Add-free service* to ensure growth in customer satisfaction.

On the other hand, Pakula, (2021) there is a large form of consumers that would embrace an ad-supported streaming service that works with the help of largely dissipated viewers. The dissipated viewers have grown to see more and more preference for the AVOD service over the SVOD service. The main reason behind this is that SVOD provides organized content at a premium price and AVOD has a large diversity through the help of engaging content. It is seen that the demand from the streaming device of the viewers changes from time to time to deal with all the active users. There is also the representation of the work to ensure that there is clearness during the Upfront in the Spring to ensure that the streaming service deals with all the challenges.

There is also a seller in media that helps to keep the people ready to ensure that media sellers are ready to move on the CTV in a big manner. However, it is found that the attendance rate for the advertiser is lower on the CTV and this influences the ways work is being done. There is a need for *advertisers* to ensure that there is an investment in the CTV to optimize the media plans. With more than 64% of the people on the Wi-Fi connection for streaming the online videos and it has grown from only 17% from the pre-pandemic level globally (Leowarin and Thanasuta, 2021). The main benefit of this is that the advertisers can optimize their frequency along with their *length*, *content*, and *alignment*.

In terms of *customer satisfaction*, it is stated that the *customer satisfaction* in SVOD is around 75 out of 100 and has maintained a score of above 62 for the last 10 years. Based on the statement of Eklund, (2021) the main reason behind this is that Streaming Video performs better than traditional delivery. The use of the *Pay-TV video-on-demand (VOD)* service in the AT&T U-verse is influential to deal with *Verizon FiOS* to ensure that it performs better in comparison to customer satisfaction. There is also the presence of an IP-delivered skinny bundle service to ensure that they deal with the AT&T service to deal with DirecTV. Dish's Sling TV is also considered to be among the lowest out of all the SVOD services even though it is tanked bigger in comparison to the traditional TV services. On the other hand, Kennedy and Pai, (2021) have stated that there is a presence of SVOD service that has changed customer expectations through customer experience. The use of ACSI service is attributed to the high level of

performance with the help of SVOD to ensure that there is complete personalization. There is also the presence of *lower prices, and ease of work* to ensure that there is the presence of *simplicity, better customer service, and mobility*. There is also a growing priority of the availability of the content service as there is the growth of the priority of the *video consumers*. The use of *Streaming services* has also faltered based on the availability of the present content to ensure whether TV seasons or movies. There is also the presence of customers dinged through Pay-TV VOD service through a lack of past TV to deal with the on-demand content.

2.3 The reason behind the comeback of the OTT platform

With the growth in the marketplace of OTT in online streaming services, it is found that consumers are looking for content through opportunity and advertisement.

The article published in *YourStory* has stated that the presence of a data-driven approach is the main reason behind the growth. The use of *Dynamic Advertising* with a data-driven approach ensures that OTT becomes a hot asset for all advertisers (*YourStory*, 2022). The use of *Dynamic Ads* is used for ensuring that there is an automatic change in the order of the content to ensure the promotion of all the users. The use of *Dynamic Advertising* is available with the help of OTT and it helps to ensure that there is a presence of a tailored version of the advertisement (*Palaming*, 2022). The use of a *data-driven approach* is done through OTT advertising to ensure that the right message reaches globally. The penetration of the OTT platform has grown by around 27% globally between the age group of 18 years to 35 years of age. Hence, dynamic marketing through online platforms helps them to keep up with the pace of the changing nature of youth.

The main reason behind this is that each member of the different form of devices ensure that they can make use of OTT platforms at the same time. It is also true that OTT platforms are also preferred for first-time users as they are considered to be excellent mediums to deal with enthusiasm (*Palaming*, 2022). It is also true that there is a data-driven approach in OTT advertising that helps to find out the right message to be delivered to the right consumer.

The statement of *Schauerte et al.* (2021) the ease of storytelling is done completely in the workplace through the customers. There is also the presence of OTT ensures that there is the consumer to ensure that there are many perks and ensure that it is right to choice of content. There is also the presence of multi-screen play at any time to deal with all the content in various plays of content.

2.4 The approach for content innovation and creating USP

The approach of creating a brand is done with the help of using the Reach Model to ensure that there is a presence of websites. The use of the *Reach model* is done with the help of the websites through the offline media to ensure that building the traffic is done for driving cost. Under this model, there is a need for OTT platforms to innovate to ensure growth in demand.

Based on an article published on the website named *Axinom*, it is found that there is a need to have innovation in the service of the OTT platform. An important innovation in today's streaming includes *Subtitles, Video Content, and Objects* that help to create the frame. There is also the presence of *Contextual Advertising* with the help of *image recognition and indexed words* are done through enough keywords. Such a form of innovation is applicable for the AVOD design in the case of advertising. In the case of YouTube, most of the video consists of relevant ads linked with the content of the video and it helps to create a strong and effective campaign (*Axinom*, 2022). Ads consisting of a particular actor and particular object on the screen are also influential to attract more students. In such a scenario, the details regarding the ads are automatically stitched to the scenario and pushed together to automatically deal with notifications.

On the other hand, *Chalaby*, (2022) has stated that there is a need for the SVOD service to ensure that there are global regions and ensuring different costs. Ensuring cost sensitivity needs to ensure that there is growth all across the world ineffectiveness. For example, SVOD services like *Netflix, Amazon Prime, HBO Max, Sony Liv, and Zee5* are making use of different prices for reaching different places. The average cost of the service for each month is \$8.15 for the basic plan and the rate is around \$15.15 in the US places. In the case of the price, it is found that the cost of 499/month for normal resolution and Rs. 649/month for 1080p resolution. There is also a different form of service for each media platform such as *Premium Service, and Standard Service*.

On the other hand, *Gillezeau*, (2021) has stated that the use of the Hybrid model is the latest innovation that is working perfectly for the monetization model. In the case of the *Hybrid Model*, the SVOD and AVOD service gets combined to deal with the challenge. Another important form of streaming service is not considered to be affordable for the local people. The author has pointed out the advantage of the hybrid service as the streaming service gets the best of both forms of service. OTT platforms that make use of the platforms feel happy and can make the platforms more profitable, On the other hand, *Fleischman et al.* (2021) have also stated that it is difficult for the creator to find out the right tools that help them to take advantage of this. Deciding the amount of

financial investment needed to be done in which platform is a complex scenario. There is a need to assume the customers, which can become challenging if there is a miscalculation. Citing an example, the author has cited Zee5, which takes into consideration both the SVOD and AVOD to ensure gain as it is expected. Such an innovative method has not given any form of growth that influence the work to ensure benefit for growth.

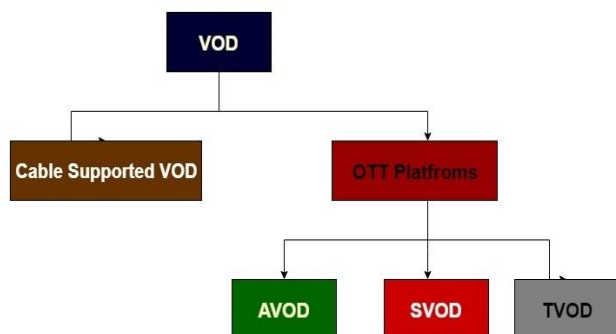
2.5 Finding out the intent of the time and money for making an investment

Investing time and money is done to enhance the quality of the content that is being presented by the customers. The quality of the content is the deciding factor behind the increase in the number of views for the SVOD platforms. On the other hand, the main role of the AVOD platform is to ensure that there is improvement in the algorithm to make people reach their favorite topics. On the other hand, Nayak and Biswal, (2021) have also stated that OTT-based streaming and content-based geo-demography also present an important role in bringing new work. The main reason behind the investment of time and money is to expand the customer base all across the world. Based on the statistical data, it is found that more than 90% of the youngsters in the EU have been making use of SVOD platforms like Netflix and Amazon Prime. Along with this, the use of AVOD platforms like the staff is also influential for the companies to ensure strong and effective growth.

2.6 Conclusion

Based on the above analysis, it is concluded that both the SVOD and AVOD have their distinct set of characteristics that helps them to grow. However, the main reason why AVOD becomes a better platform is that it can be accessed for free and there is all form of diverse topics that can be found under the same platform. As a result of this, the AVOD platforms can be used for educational purposes along with entertainment purposes and it makes for a complete job.

2.7 Conceptual framework



2.8 Literature gap

This review of the literature is influential in finding out the reason that influences how different OTT platforms influence lives. The main gap in the literature is that there is limited analysis of the growth of the OTT platform sector-wise. For example, the benefit of price differentiation in making the growth of different places is something that is needed to be discussed. The algorithm behind the AVOD marketing where content related to specific videos is presented in the marketing is also stated clearly.

Chapter 3: Research Methodology

3.1 Research Approach

The use of the **inductive research approach** is done to observe how work is being done. The use of this approach is effective due to the presence of **flexibility** in terms of the collection of the data such as the **Qualitative and Quantitative data collection methods**. The collection of **qualitative data** is done to find out the advantage and disadvantages of AVOD and SVOD services. The qualitative data also analyzes how the use of the Hybrid model is done properly.

3.2 Research Design

The use of exploratory research design is done in the research to find out the concept of the AVOD and SVOD. The use of the work is also influential in knowing how the video streaming service has changed over time. The preference of the customers in terms of the brand among the two models and the viability of the **hybrid model** is also discussed clearly in the research process. The latest form of innovation in terms of the cost and price that is presented clearly in the workplace is also presented to me (Halama and Hudikova, 2020). A video is an entertainment option for human beings and this service is also explored in the research. The inception of the new facilities like the VOD, AVOD, and TVOD along with their impact on human behavior is explored. It is also important for the companies to ensure that there is a strong and effective benefit for the work.

3.3 Data Collection Method

The use of primary and secondary data collection method is used to collect the data and present it to the people. The use of **primary data collection** method is done to collect quantitative data about the effectiveness of the VOD service. The application of the **primary data collection** is done with the help of a **Survey** to ensure strong and effective benefits for work. There is a question about the trend in innovation and the trend regarding the OTT and the models such as **AVOD and SVOD** models (Salwa, 2021). The use of **secondary data collection** is also done for

making the collection of qualitative and quantitative data. The use of the **Secondary Data Collection** method is done with the help of journals and articles from *Google Scholar* and *Google* respectively. This makes the data analysis efficient. In this case, the level of efficiency is on the verge of success. In this research, exploratory research is being conducted and it is brewing based on the intentional essence of the data analysis options. The journal and article help to take data about five different articles that benefit to analyse the working process of the work (Deloitte Insights, 2022). The spending factor of the customers is based on the social class division. In this case, the upper class is more addicted to the essence of OTT and the middle class is less prone to OTT. The modern world has benefited from the essence of content innovation and it is being considered with marginal lineality based on the formulation of the USP.

3.4 Sampling process

The use of the **Random Sampling** method is implemented in the workplace to ensure that there is a strong and effective benefit for work. The use of **Random Sampling** is implemented with the help of a total of 500 people in various places of metro cities. Among them, 200 people are used with the help of validation to ensure that checking of reliability is done properly. Along with the 200 people, another additional 300 people are also dealing with different people to know about the advantage and disadvantages of the work. The reason for making selection of the random selection is that it helps to find out the general point of view through the selection of random people without any form of a preconceived notion.

3.5 Ethical Consideration

The ethical consideration for the work are the following:

- The ethical consideration of the work includes ensuring that all the collection of the information is done from the authentic resource.
- There is proper referencing of the information is done to make all the users gain strong and effective benefits.
- The analysis of the data is done in a non-biased manner so that people get to know about the advantage and disadvantages of work.
- There is the maintenance of proper confidentiality and it also provides the essence of linearity in the process of research methodology.

Chapter 4: Data analysis and interpretation

4.1 Introduction

The data analysis is the kind of consideration in the essence of the value of the information which is being used in the research are being verified with precision. The use of data analysis provides the essence of sequencing and classification of data (Yan *et al.* 2020). The potential of the data is perhaps best captured in Moneyball. It provides the consideration based on the understanding that verification and identification are needs of data analysis (Yan *et al.* 2020).

The modern world is having a changing dynamic and it is being based on ensuring the operations based on the increment of the level of efficiency. Video is the entertainment option for human beings and this service has been on the verge of innovation. The use of the new facilities like the VOD, AVOD, and TVOD provides human beings to have better essences and dig in their relinquishment needs. This also provides the essence of linear considerations based on the inclusion of the sophistication dynamics. This provides the modern human beings to have more rationale in their entertainment activities and it has also provided linear improvisational essences of marginality and this has been identified with summarization.

4.2 Primary data collection (Survey)

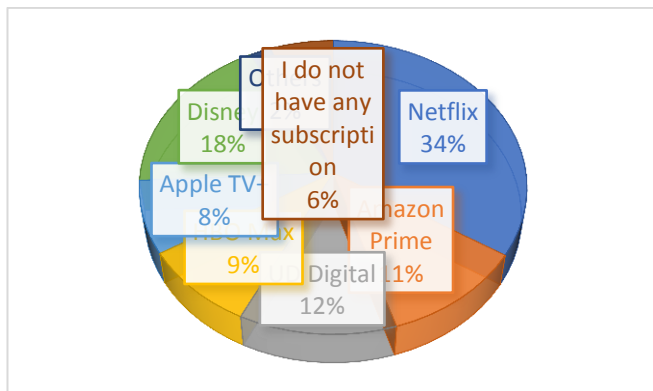
Data analysis is the kind of consideration in which the intention of making a proper perspective is needed for the purpose of the execution of the research. This provides the use of the efficient survey approach which is linear in terms of flexibility and the consideration in this consideration the use of the qualitative data analysis is being considered. The use of the survey provides the proper theoretical information and which are linear in configuration (Yan *et al.* 2020). The survey is also linear with the secondary research and it provides linear stability.

The survey provides the inclusion of specific information based on the terms and subject of the research. In this confederation, the data which are being used are properly filtered and derived from the website, articles, books, and journals (Heeringa *et al.* 2017). This makes the primary data analysis efficient. In this case, the level of efficiency is on the verge of success. In this research, the exploratory research is being conducted and it is brewing based on the intentional essence of the data analysis options. This provides the essentials of understanding the viability of the survey. This provides the use of proper and linear inclusions which can provide the survey to be more precise and linear in format. This also provides the survey to be empirically eligible and theoretically reflected based on the sources and intentions used by the researchers.

Through the use of the primary data analysis in the research the proper information can be circulated to the individuals. It will provide the business dynamics and organizational works to have better precision. This will provide linear advantages to the organizational campaigning process. This also provides suggestions for the minimization of the operational expenses. It also provides the essence of precision level which is needed in the essence of data modulation of the survey (Mölder *et al.* 2021). This provides the survey to be more pragmatic and it also provides linear benefits. This also provides innovation in the communication flow and information circulation. Data analysis is efficient in the receiving responses based on linear methodology (Mölder *et al.* 2021).

Q1: What is your age?

Area of responses	Number of respondents	Percentage
Between 18-25	250	50%
Between 25-32	150	30%
Between 32-29	80	16%
More than 30 years	20	4%
Total	500	100%

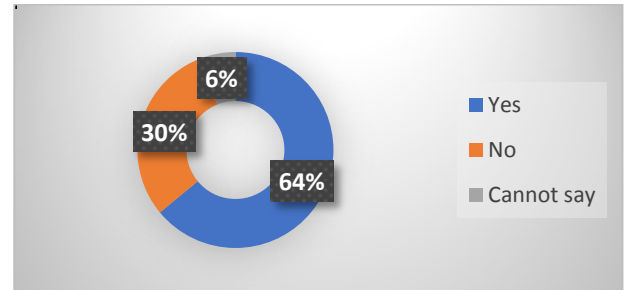


Graph 1: Age of participants

Q2: What is your earning annually?

Area of responses	Number of respondents	Percentage
From \$45000 to \$50,000	210	42%
From \$50,000 to \$55000	120	24%
From \$55000 to \$60000	90	18%
From \$60000 to \$65000	30	6%

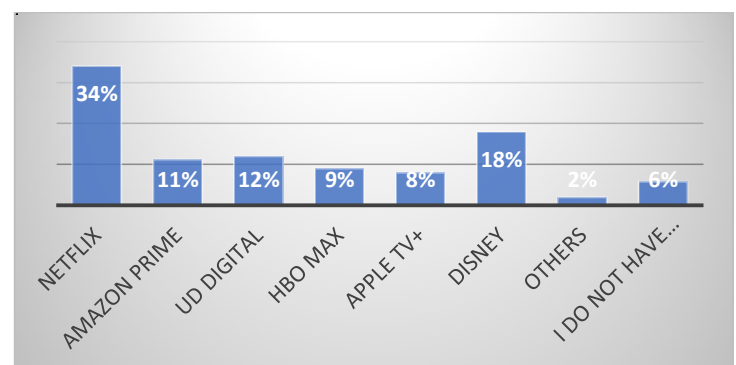
More than \$70000	50	10%
Total	500	100%



Graph 2: Earning of the participants

Q3: Which of the OTT platform you have currently subscribed in?

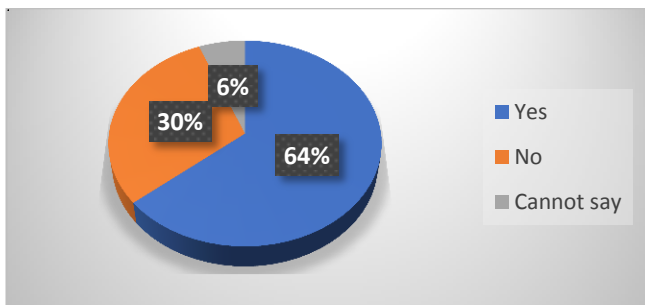
Area of responses	Number of respondents	Percentage
Netflix	170	34%
Amazon Prime	56	11%
UD Digital	60	12%
HBO Max	45	9%
Apple TV+	40	8%
Disney	90	18%
Others	10	2%
I do not have any subscription	29	6%
Total	500	100%



Graph 3: Use of the OTT Platforms

Q4: Do you believe that using VOD models the entertainment industry will surpass the growth of mainstream cinema in future times?

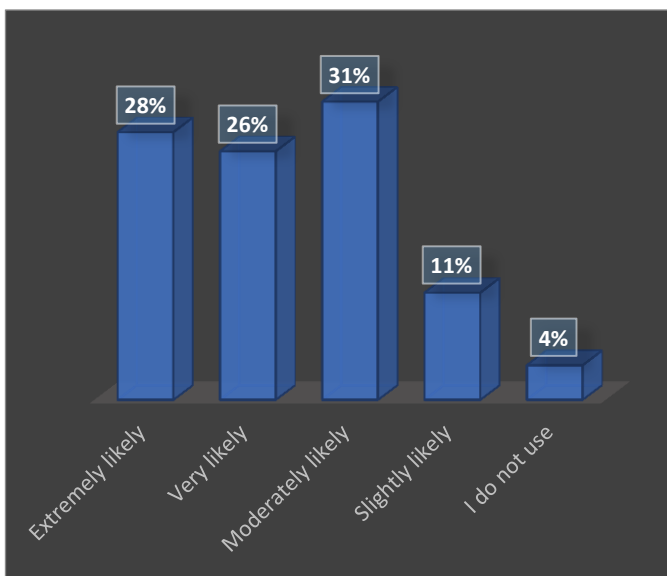
Area of responses	Number of respondents	Percentage
Yes	320	64%
No	150	30%
Cannot say	30	6%
Total	500	100%



Graph 4: Use of VOD model

Q5: In a regular week how likely do you use the OTT platforms for watching movies, web series and others?

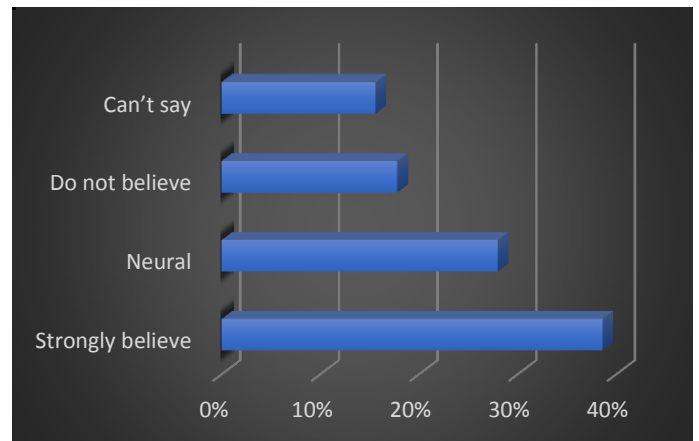
Area of responses	Number of respondents	Percentage
Extremely likely	140	28%
Very likely	130	26%
Moderately likely	156	31%
Slightly likely	56	11%
I do not use	18	4%
Total	500	100%



Graph 5: Weekly usage of online video portals

Q6: Do you believe that the VOD Business plan is the future of cinematic industries and entertainment?

Area of responses	Number of respondents	Percentage
Strongly believe	193	39%
Neural	140	28%
Do not believe	89	18%
Can't say	78	16%
Total	500	100%



Graph 6: Future scope of the OTT cinematic and entertainment platform

4.3 Analysis

Through the use of the data analysis, the value of the research subject has been understood that primary research has been used and it has been based on the process of sampling (Kamilaris *et al.* 2017). It is also based on the use of contemplation methods of the respondents of the individual (Kamilaris *et al.* 2017). It has been understood that 11% respondents use Amazon Prime. The 9% respondents use HBO Max. Most of the respondents have an earring from 45000 to 50000 USD. Most of the respondents are involved in Netflix. It is then followed by the vision of Amazon Prime and UD Digital. The ethical concerns are also being involved in this consideration with the essences of maintenance of proper confidentiality and it also provides the essences of linearity in the process of research methodology. Through the use of the data analysis the most of respondents are of 18 to 25 age. Most of the respondents like the essence of the VOD model of entertainment. Most of the respondents like to have OTT platforms. Most of the respondents like the consideration that the VOD business plan will provide modernizable benefits.

4.4 Qualitative analysis

The analysis of this research is benign based on understanding the advantage and trends of the VOD and other kinds of video services. It also provides the use of SVOD and AVOD models to better ensure the inclusion of

the entertainment services. This provides the essence of ensuring innovation which provides the mitigation of the OT dilemmas. This provides the organizations which are circulating the features of the VOD will have made some investments and after that, the probability of the investing process will be increased in a precise way and it will provide linear advantages.

It has been understood that more than a moderate level of the customers of the world have been satisfied with the use of OTT platforms. This provides the consideration which is linear to the essence that in the time of lockdown and social distancing the rate of the OTT usage has been increased and it has been understood that the customers are being happy. The spending factor of the customers is based on the social class division. In this case, the upper class is more addicted to the essence of OTT and the middle class is less prone to OTT.

The essences of the entertainment are of classified version. SVOD provides the representation of add free gateway which provides the streaming services. These are being connected with the Sony Live etc, HBO max, Hulu, Amazon Prime and Netflix. It is also based on the user apy actions in the subscription process. The AVOD is the freemium VOD model which provides the customers to have essences of watching advertisements based on their subscription process. This will provide the essences of consuming desirable content. The TVOD is the opposite of the subscription video process and it provides the essences of purchase content based on pay per view. This provides the essences of service trends which are based on the new kinds of releases and it also provides the essences of high revenue to the organizational business dynamics. It also provide linear video streaming facilitates.

4.5 Summary

The modern world has benefited from the essence of content innovation and it is being considered with marginal lineality based on the formulation of the USP. This provides the significance that customers are loving innovation and it is the essence of linear sophistication. It can be understood that the customers have made a proper investment in their entertainment purposes. It has also provided the solution that the organizations which are involved in this investment process are having linear successes.

Chapter 5: Conclusion and Recommendation

5.1 Conclusion

Based on the above analysis, it is concluded that there is continuous growth in the use of OTT platforms due to the shift among the young generation in their entertainment. Most children do not use television as their primary

source of entertainment and due to this, they shift towards the OTT platform. The main benefit of the OTT platform is that it helps to provide a detailed analysis of how work is done in the workplace. A different form of model that is used in the OTT platform is the AVOD and SVOD platform which provides a different form of the model. The use of AVOD has grown significantly in comparison to the SVOD due to its strong and effective benefit for the work. The main advantage of the AVOD model is that there is a strong and effective benefit for work to ensure the continued effectiveness of the work. There is also a need for the companies to ensure strong and effective benefits in terms of the advertisement and it helps the content to reach more people. On the other hand, the SVOD platforms have also changed their content as per the present expectation. There is also a need to deal with content availability to ensure that there is a growing priority for the specific number of video consumers. There is also the presence of innovation in terms of pricing strategy and service strategy to ensure greater penetration for the customers. However, making the inclusion of the Hybrid model is challenging and has not succeeded as the investment becomes more and more beneficial. On the other hand, there is also a challenge in terms of dealing with the workers to ensure more innovation.

5.2 Recommendation

1. The OTT platforms are recommended to build upon the Target Group to ensure that there is a recurring and ensuring essential part through the OTT strategy. This helps people to know about customer behavior and as a result of this, there is the analysis of the behavior of work.
2. There is also numerous form of digital and traditional channels to ensure that there is the promotion of the specific OTT content. There is also the place of the internet to deal with video distribution with the use of *over-the-air-broadcast* networks and also cable networks. Hence, there is a need to make use of the distribution channels in Target Groups to ensure that there is active behavior for the work.
3. Lastly, there is also a need for companies to emphasize the aspects of the cyber-security so that all the users are kept safe. To ensure cyber-security, there is a need to enhance the process so that there is a strong and effective benefit.

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