



# A STUDY ON FACTORS INFLUENCING VIEWERS PREFERENCE TOWARDS OTT APPS WITH SPECIAL REFERENCE TO CHENNAI CITY

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## ABSTRACT

*Over-the-top media services (OTT) platforms have become quite popular in India in the last few years. An over-the-top (OTT) media service is delivered directly to viewers via the internet. The study revolves around video streaming services that are over-the-top (OTT) platforms. Netflix, Amazon, Hotstar, ZEE 5, etc., provide D2C services directly to their consumers without any intermediaries. This study aims to identify the various factors that influence consumers' subscription decisions. The objective is to identify the most popular OTT platform and the factors influencing subscription. The study's sample size is 150. SPSS is the software used in the study.*

**KEY WORDS:** OTT, D2C, INTERMEDIARIES, SUBSCRIPTION