



## A Study of Content Available on OTT Platforms with special reference to Netflix, Jiohotstar and Amazon Prime Video

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### ABSTRACT

In today's digital age, where people are able to access entertainment through readily available technological resources such as smartphones, tablets, laptops, and smart TVs, OTT platforms play a significant role. Content offered on OTT platforms easily attracts people and is not specifically targeted to any age group. This has led to the growing number of OTT platform options, with JioHotstar, Amazon Prime Video, and Netflix becoming popular. Among the content available on these platforms, the Panchayat and Heeramandi series are well-known. People can view all types of content on OTT platforms, including drama, comedy, mythological, crime, documentaries, and reality shows.

The increasing variety of content currently requires analysis. This research paper aims to study existing OTT content based on genre and platform, relevant to the current social landscape. In today's society, there is a significant interest in the growing consumption of on-demand content. People choose and view content on OTT platforms as per their choice. This is without any restrictions.

In the digital age, people are moving away from the cinema world and promoting OTT platforms. By adopting a hybrid model, OTT platforms have challenged the role of cinema. Due to this hybrid model, the trend of OTT releases has increased rapidly. In the past few years,



people have been waiting for the release of films on OTT instead of going to cinema halls. OTT platforms mostly operate on monthly or annual subscriptions, with some platforms also providing free content.

**Key words:** OTT platform, Hybrid model, Technical resources, OTT release, Content analysis.

## INTRODUCTION

New media has provided people with a new way to engage with entertainment content. Previously, television was the main medium people used to watch and listen to entertainment. Thus, television is a key and significant factor in entertainment content. Apart from this, reality shows brought a new style of storytelling and audience engagement by presenting unscripted situations and real participants. Globally, programs such as Big Brother (1999) and Survivor (2000) gained massive popularity and influenced television formats across many countries. In India, reality shows like Kaun Banega Crorepati (2000), Indian Idol (2004), and Bigg Boss (2006) played a significant role in attracting viewers and making television more interactive through audience participation and voting systems. These programs marked a shift in television content, where viewers became more actively involved in the entertainment experience.

With the rapid development of digital technology in the twenty-first century, the traditional model of television broadcasting started to change. The expansion of the internet, along with the increasing use of smartphones, tablets, laptops, and smart televisions, allowed audiences to access media content more easily. This led to the rise of YouTube video content in 2008, with people choosing video content over the Internet. The popularity of YouTube content increased rapidly due to the Internet. Over time, people became less interested in the scheduling of programs shown on television. As a result, a new system of content distribution emerged in the form of Over-The-Top (OTT) platforms. OTT platforms provide entertainment content directly to viewers through internet-based streaming services, without relying on traditional cable or satellite broadcasting networks.

Globally, one of the most influential OTT platforms in this transformation is Netflix, which started as a DVD rental company in 1997. The success of Netflix encouraged other digital platforms to enter the streaming industry. Amazon Prime Video later became another major global platform by offering a large collection of films, web series, and original productions to audiences across different countries.



In the Indian media landscape, the OTT industry grew rapidly with the expansion of affordable internet services and digital devices. Platforms such as Hotstar, launched in 2015 and later known as JioHotstar, gained popularity among Indian audiences by providing a mix of films, television programs, web series, and sports streaming. Along with global platforms like Netflix and Amazon Prime Video, these services now offer a wide variety of content including drama, comedy, crime, documentaries, mythological stories, and reality-based programs. Popular web series such as Panchayat and Heeramandi demonstrate how OTT platforms are producing diverse and high-quality content that attracts viewers from different age groups.

Another important feature that has contributed to the popularity of OTT platforms is on-demand viewing. Unlike traditional television, OTT platforms allow viewers to watch content at any time according to their personal choice and convenience. Audiences are no longer required to follow fixed broadcast schedules. Instead, they can select programs, pause or replay them, and even watch multiple episodes continuously. Most OTT platforms currently operate through a monthly or annual subscription model, although current reports suggest that since their launch in India, OTT platforms have generated revenue primarily from subscription plans. If we talk about ten years ago, Netflix launched in 2016 with higher prices (₹500–₹800/month) and later added a ₹149 mobile plan. Amazon Prime Video launched in 2016 at ₹499/year, which later increased to ₹1,499/year. Jio cinema (2016) and Hotstar (2015) became JioHotstar (2025), which now offers plans ranging from ₹79/month to ₹2,199/year.

Therefore, the evolution of media technology has transformed the entertainment industry from traditional television broadcasting to internet-based streaming services. Earlier, television and reality shows engaged audiences through scheduled programming and participation. However, the growth of the internet, digital devices, and online video platforms led to the emergence of OTT platforms such as Netflix, Amazon Prime Video, and JioHotstar. These platforms provide diverse and high-quality content with on-demand viewing and flexible subscription models. As a result, OTT services have significantly changed audience viewing habits and expanded access to entertainment.

## RESEARCH OBJECTIVE

To study the OTT platform content available on Netflix, JioHotstar, and Amazon Prime Video.



## RESEARCH METHODOLOGY

Under the qualitative research design, the content available on the selected OTT platforms was observed using participation observation methods to ensure the quality of the research. Furthermore, the OTT content included in the research paper has been analyzed by taking into account IMDb rating reports provided by viewers, as well as literature reviews written by other researchers.

## RESEARCH LIMITATIONS

This research paper assesses the content presented on OTT platforms between the stipulated time frame of 2020 to 2026.

The content genres covered by OTT platforms in this research paper primarily belong to the TV series and reality shows.

## LITERATURE REVIEW

This literature review discusses earlier studies related to OTT platforms and the content available on them. It briefly explains the growth of OTT platforms in India and how they have become a major source of digital entertainment. The section also describes different types of OTT platforms and highlights popular services that have contributed to the rise of binge-watching culture. Overall, the review helps link previous research with the aims and objectives of the present study on content available on OTT platforms.

**Kaushik Dutta (2021)**, a student at Globsyn Business School, in his study titled “**Rise of OTT Platforms and the New Normal in the Mass Media Entertainment Industry: A Perspective**” published in **Globsyn Management Journal**, explains that OTT platforms experienced rapid growth during the COVID-19 pandemic as cinemas were closed and film releases were delayed. Many production houses began releasing films directly on streaming platforms such as Netflix, Amazon Prime Video, and Disney+ Hotstar. Major films like Wonder Woman 1984 and Black Widow were released online or through simultaneous theatre and OTT releases, which created debates within the film industry. The study also highlights the global popularity of Korean content, particularly the success of Squid Game. In India, several films including Ludo and Gulabo Sitabo were released on OTT platforms. Although the pandemic negatively affected theatre owners and daily wage workers, experts suggest that



a 45-day theatrical window followed by an OTT release may become the new normal in the entertainment industry.

**Kaneenika Jain (2021)**, an **Assistant Professor** at the S.S. Jain Subodh Management Institute, explains in her **research journal** that the rapid growth of smartphones and internet usage has significantly expanded OTT services in the entertainment industry. The study highlights that during the COVID-19 lockdown, OTT subscriptions increased because people had more free time while television production came to a halt. As a result, many consumers shifted towards OTT platforms due to their convenience, wide variety of content, and fewer advertisements. The research further indicates that current consumption trends suggest that the OTT market is likely to continue growing in the future.

**Hamdulay, N.A. and Ponde, S.J. (2024)**, in their study titled “**Trend of OTT Platforms in India**” published in **ShodhKosh: Journal of Visual and Performing Arts**, explain that India has emerged as one of the most technologically advanced nations, which has contributed to the rapid expansion of OTT platforms. With the growing use of digital technology and portable devices such as smartphones, audiences are gradually shifting away from traditional television. As a result, OTT platforms are becoming a major source of entertainment for people and are expected to generate significant revenue in the future Indian media market.

Amazon Prime Video is a major global OTT platform owned by Amazon. It was first launched in the United States on 7 September 2006 as Amazon Unbox and later renamed Prime Video. In December 2016, it expanded to over 200 countries and also launched in India with the tagline “India ka naya prime time.” The platform became popular for its Indian originals like *Mirzapur*, *The Family Man*, and *Panchayat*. In India, subscription plans range from ₹299 monthly to ₹1,499 annually. Amazon Prime has over 240 million global subscribers, with about 65.9 million users in India. It offers content in 10+ Indian languages and follows a hybrid revenue model including subscription, rentals, and advertising.

*Panchayat* is a popular Indian web series produced by The Viral Fever (TVF) and released on Amazon Prime Video. The series is known for its simple and realistic portrayal of rural life in India. The story follows Abhishek Tripathi, an engineering graduate from the city who cannot find a suitable job and therefore reluctantly accepts the position of Panchayat Secretary (Sachiv) in the fictional village of Phulera in Uttar Pradesh. In the beginning, Abhishek



struggles to adjust to the slow pace of village life and focuses mainly on preparing for the CAT exam so that he can leave the village and build a corporate career in the city. However, as time passes, he develops meaningful relationships with the villagers, including the Pradhan-Pati, the office assistant, and other members of the community. Through his experiences, the series gradually explores village administration, local politics, small rivalries, and the warmth of community life. The show belongs to the comedy-drama (dramedy) and slice-of-life genre and highlights themes such as the rural–urban divide, grassroots democracy, human relationships, and the leadership journey of Manju Devi, the official village Pradhan. So far, four seasons of the series have been released: Season 1 on 3 April 2020, Season 2 on 18 May 2022, Season 3 on 28 May 2024, and Season 4 on 24 June 2025 and Season 5 is currently in development. The series is rated 9.0 according to IMDb website. It's UA 16+ on Amazon Prime Video because it contains mild Hindi slang and some emotional or political conflicts. The original language of the show is Hindi, but it is also available with subtitles in many international languages and has been dubbed into several Indian regional languages such as Tamil, Telugu, Malayalam, and Kannada.

Netflix is a global streaming platform founded in 1997 by Reed Hastings and Marc Randolph in California. It began as an online DVD rental service (1998–2006) and later introduced streaming in 2007, allowing users to watch content online. In 2013, Netflix started producing original shows like House of Cards. The platform expanded globally in 2016, reaching over 130 countries. Netflix entered India in January 2016 and gained attention with Indian originals such as Sacred Games and Delhi Crime. In India, subscription plans range from ₹149 to ₹649 per month. Netflix has about 325 million global subscribers and around 12.4 million users in India, offering content in multiple international and Indian languages.

Heeramandi: The Diamond Bazaar is an Indian historical web series created and directed by Sanjay Leela Bhansali, set in the 1940s in Heera Mandi, a famous area of Lahore, during India's struggle for independence from British rule. The series focuses on the lives of tawaifs (courtesans) living in the royal neighborhood called Shahi Mohalla. Mallikajaan, played by Manisha Koirala, is the powerful head of the courtesans' house. The story revolves around two main conflicts: the rivalry between Mallikajaan and Fareedan, who returns to seek revenge and reclaim her family's position, and the growing freedom movement against the British.



Characters face challenges balancing their personal ambitions, professional traditions, and the changing political environment. The series blends historical drama, romance, and political themes, highlighting power struggles, betrayal, women's agency, and the fight for independence. The first season has 8 episodes and was released on Netflix, which renewed it for a second season in June 2024. The show is primarily in Hindi but also offers subtitles and dubbing in multiple languages. It is rated 6.3 according to IMDb website. It follows UA 16+ due to mature themes and violence.

JioHotstar is a popular OTT streaming platform created after the merger of Reliance Industries' JioCinema and Disney's Disney+ Hotstar in February 2025. The joint venture includes Reliance Industries with a 63% stake and The Walt Disney Company with 37%. Officially launched on 14 February 2025, the platform combines JioCinema's sports content like IPL with Disney+ Hotstar's global library such as Marvel and Star Wars. By 2026, it has over 450 million monthly active users and more than 1 billion downloads. JioHotstar follows a freemium model with ad-supported free content and paid subscriptions ranging from ₹79 to ₹299 per month, offering content in 19 languages including Hindi, Tamil, Telugu, and Bengali.

Laughter Chefs: Unlimited Entertainment is a popular Indian reality TV show that mixes cooking with comedy. It airs on Colors TV and is also available on JioHotstar. In the show, celebrity pairs, called "Jodis," compete in cooking challenges assigned by a professional chef, but the main focus is on funny interactions and kitchen mishaps. As of March 2026, the show has aired three seasons: Season 1 (June–October 2024), Season 2 (January–July 2025), and Season 3 (starting November 2025). The show is family-friendly, rated 8.4 by IMDb website, it is U or U/A 7+ content, and is in Hindi. It is hosted by comedian Bharti Singh, with celebrity chef Harpal Singh Sokhi providing cooking expertise and judging. The cast includes popular TV personalities. Instead of eliminations, pairs earn "stars," and the pair with the most stars each week is named "Laughter Chefs of the Week." The show is produced by Optimystix Entertainment, known for successful comedy programs in India.

## ANALYSIS AND FINDINGS

In the context of the growing popularity of OTT platforms, an analysis of popular content, such as the Panchayat series, was conducted on Amazon Prime Video. It was observed that each episode of Panchayat typically runs for 40 minutes. Each episode features approximately two



to three advertisements during the intermission. The advertising style often includes a skip option. Furthermore, the Panchayat series offers a critical and satirical social perspective, depicting a diverse segment of society, using politics as a medium to promote caste and brotherhood. Perhaps, this is why people are able to relate to the series in their own social context, and it allows them to see the role of ordinary rural life in society.

Furthermore, if we consider the trending analysis of content on the Netflix OTT platform, each episode of Heeramandi is approximately 1 hour long. If we consider their advertising model, in short, advertisements are a mandatory feature in every episode. Heeramandi depicts a time in India where women were struggling for their rights as well as their freedom. Through this series, Netflix conveys the message that while times are changing, we must always fight for our rights. Discrimination against men and women is unacceptable in every class and caste in society.

The Internet is considered the main originator of OTT platforms. Through the Internet, people registered their participation in reality shows by voting. In today's time, among the trending reality shows, the live broadcast of Laughter Chefs Unlimited Entertainment on JioHotstar has been very popular among the people. During the live broadcast, about 5 to 6 advertisements are shown compulsorily in the advertising format. The duration of each episode of the reality show is 1 hour. The main message of this reality show is to entertain people through family comedy and cooking. The main theme of the show is comedy and cooking, due to which its popular content style has been appreciated by the people in modern busy and stressful lifestyles. Thus, every piece of content on OTT platforms has its own distinct identity. Many viewers feel a deep connection to the genre and narrative of the content shown. Often, audiences eagerly anticipate the next season of a series. The emotional depth of the content, the message of the story, and the characters presented leave their memories through performance and dialogues on the viewers.

## CONCLUSION

In today's era, where the internet easily provides people with entertainment resources, connecting with their favorite content has become even easier. OTT platforms serve as a medium for providing content that resonates with their emotions and interests. People are well-versed in the entertainment content they enjoy and consume as they see fit. In the coming times,



the popularity of OTT platforms will grow even faster. The more technological resources available to people, the more they will choose to use them. Content shown on OTT platforms is shared based on what they enjoy. To ensure that people can connect with most of the content, every OTT platform adopts a hybrid model. The model is purely and partially based upon subscription and advertisement strategy. The key element of revenue generation is dependent on this hybrid model. People can enjoy all kinds of content genres, be it comedy, satire, family shows, political thrillers, or historical documentaries. Language isn't an issue, as every OTT platform streams content in over 10 languages. In summary, this research paper's analysis shows that the abundance of streaming content in the current digital era means entertainment options are limitless. Consumers can choose from numerous OTT platforms, and the internet readily key to their diverse entertainment demands.

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