Chapter 12
The Rise of OTT:
A Dynamic Shift Towards Binge Watching, an Increase for On-Demand Entertainment

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ABSTRACT

This study examines the influence of the rise of over-the-top (OTT) platforms leading towards binge watching, thereby analyzing their effect on the health of an individual and the increased demand for on demand entertainment. Users now have uninterrupted access to all the content shown, majorly due to availability of high-speed internet and affordable subscriptions. The ability to watch entire seasons or series at once has led to many health issues in connection with binge-watching. The study further looks at how the development of OTT platforms has led to an increase in the production of original content. The study also examines the ill effects of binge watching on human health and further solutions are proposed towards reducing the influence of binge watching. The future of binge watching will be determined by examining the patterns of striking a balance between linear and on-demand models while embracing technological advancements to offer an immersive and customized viewing experience.

1. INTRODUCTION

"Binge-watching is a guilty pleasure that we all indulge in. It's the ultimate form of relaxation and entertainment" – Anonymous

More the number of choices more is the confusion a person goes through and with lot to choose in hand leads to a different level of complexity and confusion. (Mehta,2022). Today we are living in world of instant. Today's generation wants everything super quick be it their work or their entertainment they are spoilt by the ample availability of choices. Apart from the regular source of entertainment like watching serials on T.V., catching a movie in a multiplex, some series on YouTube slowly and steadily a new but vast source of entertainment is catching up especially among the young generation i.e., the Over the Top (OTT) platforms offering vast source of entertainment across different genres spreading from Comedy, Romance, Action, Dark to anything under the sky in the world of entertainment is being sold under the umbrella of O.T.T. The increase in demand for varied entertainment has given rise to different O.T.T. platforms offering wide variety of content but shortage of time and other work commitment among people has given rise to 'Binge watching' which is a new phenomenon for the Indian audience who are witnessing the O.T.T. boost for the very first time.

1.1 Introduction to Binge Watching

(Boni, et al.,2017) The word "binge" is frequently associated with bad behaviour and is frequently used to refer to overindulgence and guilty pleasure. Binge-watching is a phenomenon that promotes sedentary behaviour, raises the risk of obesity, and disrupts healthy routines. The latest and prevalent 'binge' of society is binge-watching, which has established itself as a common way to consume media, including television and films. (Netflix Inc., 2018) Binge-viewing, which is defined as watching two to six episodes of a TV show in a single sitting, is a relatively new behavioural phenomenon. The emergence of numerous on-demand streaming platforms contributed to the rise in popularity of this activity. (Conlin, 2015) It is also important to note that binge-watching has been around for a while and is one of the old concepts and has traditionally taken the form of marathon T.V. viewing on V.H.S, D.V.D., D.V.R, or utilising the services on video on demand. In the modern world, binge-watching has become widespread, particularly among young people. The existence of various internet streaming services has increased people's propensity to consume content in big volume. Excessive binge resulted in a strong impact on mental health of person thereby resulting in severe anxiety, depression and loneliness among a person. Binge watching is also detrimental to social interactions. Long stretches in front of a screen might lead to loneliness and social isolation. Binge-watching among young people may lead to a lack of meaningful relationships and interpersonal interaction because they neglect their social lives. This results in loneliness feelings, which is a significant risk factor for depression and other mental health problems. (Yakimova, 2016) The culture of swift contentment has become prevalent today, and O.T.T. platforms have further added modern commercial angle to it. Due to the viewer's voluntary decision to watch maximum of the available content, binge-watching has become centre of attraction. Binge watching requires undivided attention of user and as a user they are aware about the time they going to put in but still they are putting that time. This results in a question given that binge-watching has become a part of their controlled routine, it begs the question of how it might damage their social welfare with others. Over and above all Wheeler (2015) stated As people come together to watch together as a group, binge-

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