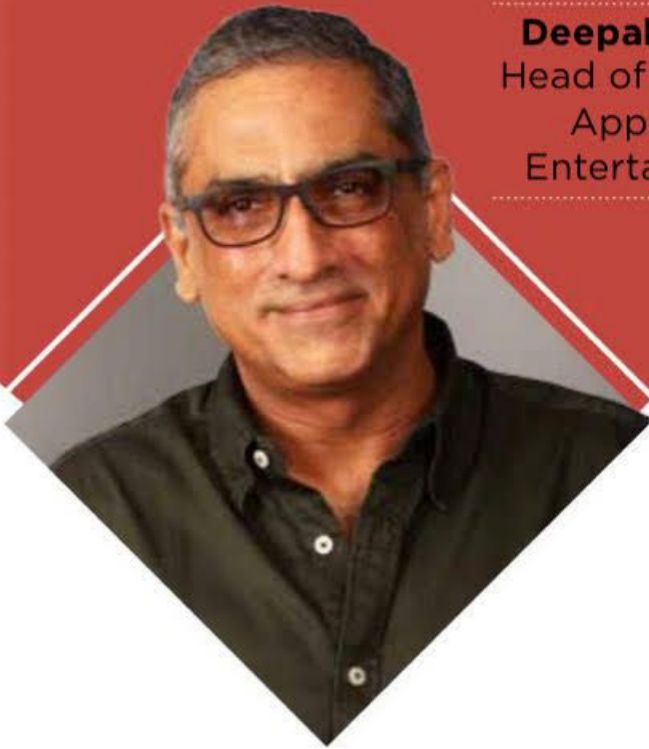


# OTT AND TV CONTENT CAN CO- EXIST FOR ANOTHER 10 YEARS



**Deepak Segal,**  
Head of Content,  
Applause  
Entertainment

## KEY TRENDS

- More screens will lead to more time being invested into viewing content.
- From being more male viewer oriented, OTT content is becoming more diversified.
- OTT content will focus on specific demographics.

**T**elevision programming has evolved gradually and has not had a major shift in the last few years. It is ruled by appointment viewing and daily shows. They have their own attraction with audiences. But today, there is a significant shift of viewing to digital platforms as online streaming definitely offers more choices to viewers.

OTT and TV content can co-exist for at least another 10 years. While one promotes appointment viewing, the other promotes binge-watching. Television promotes the format of daily soap operas, which means about 200-odd episodes in the year. Digital shows generally have 10-12 episodes and the storyline has to be envisioned across multiple seasons. We also have to take into consideration the increase in the number of screens people have today. More screens imply more time invested into viewing content, so there is always going to be a dearth of content for today's viewers.

TV and OTT are different animals altogether. While television programming has been mastered by our country, what works for OTT platforms in India

is still being figured out. Shows on OTT platforms can be more stark and realistic. Digital platforms give us the liberty to create for niche audiences and single-viewing, while TV mostly focusses on family-viewing.

Original shows will definitely garner new audiences in the year ahead. With streaming platforms offering the convenience of watching content when the viewer wants, which has led to a massive increase in data usage and the number of screens available, we are part of a movement which is creating a habit. Additionally, there has been an increase in the amount of Original content being watched across languages, which opens up many more doors and offers huge opportunities to content creators.

The first wave of OTT programming has had a lot of grit and gore, which is more male viewer oriented. For example, our newer shows are also tackling romance, realistic family dramas and lighter slice-of-life subjects. More content will be created to cater to an audience segmented in taste and aspiration by focussing on specific demographics.