Growth of Web Series: A Descriptive Study

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Abstract- Consumers are the key element around which the whole market revolves. Indian marketers are always making their efforts to satisfy the changing taste and preferences of the consumers. It is true for the entertainment industry as well. The marketers have entertained the consumers by offering a variety of content like soap operas, live cricket matches, reality shows etc. A new content in the form of web series is gaining attention now days. In this article, the author has made an attempt to study the reasons behind the growth of web series market in India. The author has also thrown some light on the preferred Over-the-Top (OTT) platforms as well as the genre of web series liked by Indian viewers.

Indexed Terms- web series, over-the-top (OTT) platforms, genre of web series

I. INTRODUCTION

Now days, web-series has also started gaining acceptability and popularity among the Indian customers. There is a particular section of the Indian entertainment market which prefers web shows more over any other entertainment options. A web series is designed like a television series as both tell the stories in an episodic form. The essential distinction between a web series and a television series is the cost involved in making a series.

A television series requires heavy production, castings, and media-related cost. In comparison, web series attracts low cost as it can be made without signing big stars for the show. It should just have a novel, unique and interesting story which can be converted in a good show.

Web series are either based on advertisement model or subscription-based video (Over-the-Top platform) on demand model. An over-the-top (OTT) media service is a streaming media service which is offered directly to viewers via the Internet. Some of the popular OTT platforms are Amazon Prime Video, Netflix, Disney+Hotstar, Voot, ZEE 5, Sony LIV, MX Player, ALT Balaji etc. It is getting popular now days as the low-cost, fast and easy internet services are available throughout our country. Some of the popular web series in the recent times are as follows:

S.No.	Web Series	Premiered on
1.	The Family Man	Amazon Prime Video
2.	Delhi Crime	Netflix
3.	Paatal Lok	Amazon Prime Video
4.	Special Ops	Disney+ Hotstar
5.	Criminal Justice	Disney+ Hotstar
6.	Mirzapur	Amazon Prime Video
7.	Asur	Voot Select
8.	Hostages	Disney+ Hotstar
9.	The Raikar Case	Voot Select
10.	A.I.SHA	Arre
11.	Alisha	IMDb
12.	Inside Edge	Amazon Prime Video
13.	Apharan	ALT Balaji
14.	The Final Call	ZEE5
15.	Twisted	VB
16.	Girl in the City	IMDb
17.	Four More Shots Please!	Amazon Prime Video
18.	Breathe	Amazon Prime Video
19.	Kota Factory	TVFPlay
20.	Made in Heaven	Amazon Prime Video
21.	Selection Day	Netflix
22.	Rangbaaz	IMDb
23.	Yeh Meri Family	Netflix

24.	Made In Heaven	Amazon Prime Video
25.	Sacred Games	Netflix
26.	Panchayat	Amazon Prime Video

II. REVIEW OF LITERATURE

Mandryk, R. L. et al. (2006) mentioned in their study that emerging technologies is offering exciting new ways of using entertainment technology to create fantastic experiences and encouraging interactions between players.

The article of Oliver, M.B. et al. (2011) conceptualized and developed measures to illustrate that entertainment can be used not only as enjoyment but as a means of experiencing as well.

Oliver, M. B., et al. (2011) researched about the conceptualization of appreciation, types of entertainment portrayals & depictions and affective and cognitive components of appreciation in their study.

Boyle, E. A., et al. (2012) tried to study the nature of customer engagement in digital entertainment games. Bryant, J., et al. (2013) mentioned in their book that entertainment has become the driving force of the new world economy, and the scholars are beginning to take entertainment seriously.

According to Mandryk, R. L. et al. (2016), entertainment is defined as play put on display.

Alice, J. (2016) stated that web series is a relatively new art-form, which offers content producers more opportunities to take artistic risks.

According to Monaghan, W. (2017), web series is one of the new storytelling forms, gaining prominence online and also have manifested the phenomenon of the web series to television crossover.

According to Mamta Yadav et al (2020), there are different entertainment media options ranging from traditional to modern media, available in front of the marketers.

III. OBJECTIVES OF THE STUDY

1. To analyze the reasons behind the popularity of consumer interest in web series.
2. To identify the preferred Over-the-Top (OTT) platform for watching web series.
3. To find out the preferred genre of web series.

IV. DATA AND METHODOLOGY

This study is based on the primary data. A total of 225 respondents residing in the urban cities were contacted, out of which 180 questionnaires were found to be correct. Data were collected through questionnaire method and questions were asked from them regarding the various web series they are watching and Over-the-Top platform they are using to watch it.

The collected data is analyzed through descriptive statistics like frequency distribution and percentage using SPSS which has been used to analyze the perception of consumers towards web series.

V. RESULTS AND DISCUSSION

94% i.e. 169 out of 180 respondents accepted that they watch web series while only 6% said they are not watching web series (Table 1).

It is clear from Table 2 that around 59% of the respondents have purchased subscription of the various OTT platforms available for watching web series. But it was very interesting to know that around 41% are using grey/alternative sources to watch the web series.

Table 3 shows that 'Disney+Hotstar' (43.33%) is the most preferred OTT platform followed by Amazon Prime Video (28.33%) and Netflix (24.44%)

The consumers are finding web series interesting due to many reasons. According to Table 4, the primary reason for growth of consumer interest in web series is 'Out of Box storyline' (88.33%), followed by 'speedy storytelling' (76.67%) and 'ease in watching as per available time' (72.78%). 119 respondents (66.11%) were also of the view that availability of low-cost fast

internet data is also one of the reasons of growth of consumer interest in web series.

It is evident from Table 5 that Drama genre was preferred by 151 respondents (84% approx.) whereas approximately 82% preferred web series of comedy genre. Web series of action (78%) and romance (76%) are not far behind.

CONCLUSION

The continuously evolving digital ecosystem in our country has brought many opportunities for almost every industry. Entertainment industry is also benefitted from it a lot. Now days there are many over-the top entertainment platforms available in the market along with the traditional options. The entertainment industry has found a new product in the form of web series to entertain the customers. The 'content hungry' and 'poor in time' Indian customer has whole-heartedly accepted the web series. The decreasing cost of improved internet data services has also contributed a lot in the growth of the web series market. Keeping all this in mind, it can be said that the web series market is going to flourish at a speedy rate in the times to come.

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Table 1: Do you watch Web Series

Particulars	No. of Respondents	Percentage (%)
Yes	169	94
No	11	6

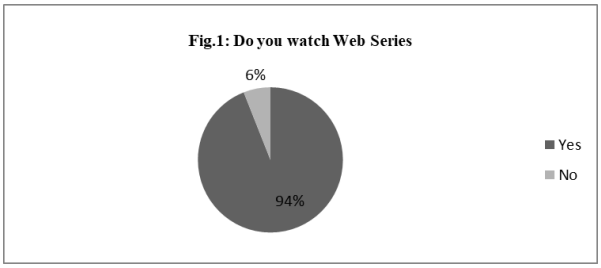


Table 2: Way of watching Web Series

Particulars	No. of Respondents	Percentage (%)
By Purchasing Subscription	107	59.44
Through Grey/Alternative Sources	73	40.56

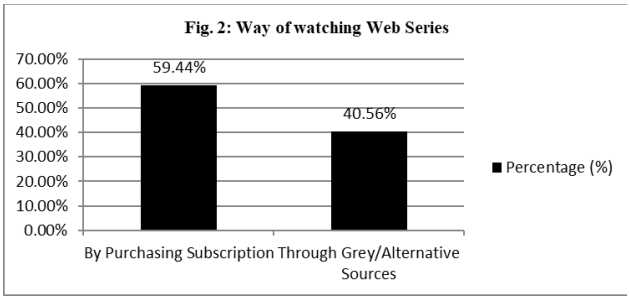


Table 3: Preferred Over-the-Top (OTT) platform for watching Web Series

Particulars	No. of Respondents	Percentage (%)
Disney+Hotstar	78	43.33
Amazon Prime Video	51	28.33
Netflix	44	24.44
Others	07	3.89

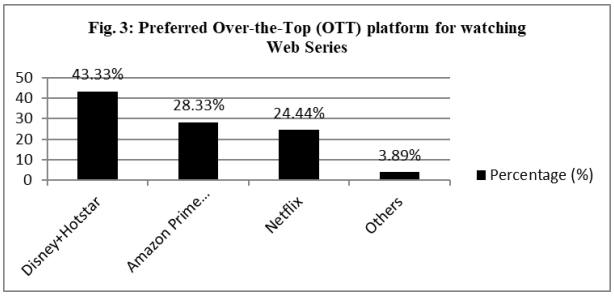


Table 4: Reasons behind the popularity of Web Series

Particulars	No. of Respondents	Percentage (%)
Ease in watching as per available time	131	72.78
Out of Box storyline	159	88.33
Speedy Storytelling	138	76.67
Less Advertisements	53	29.44
Low-Cost Internet	119	66.11

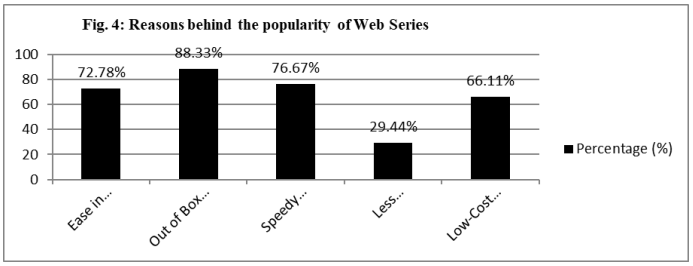
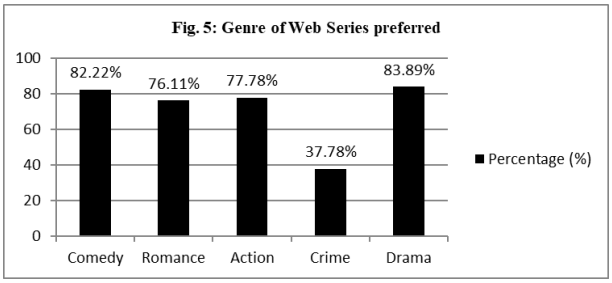


Table 5: Genre of Web Series preferred

Particulars	No. of Respondents	Percentage (%)
Comedy	148	82.22
Romance	137	76.11
Action	140	77.78
Crime	68	37.78
Drama	151	83.89