

“UNDERSTAND AND ANALYSE MONETIZATION MODELS”: TO STUDY MODELS OPTED BY OTT (OVER THE TOP) SERVICE PROVIDERS DURING LOCKDOWN

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ABSTRACT

During the changing dynamic in lockdown period, it is important for researchers, advertisers, consumers and content providers to analyze different monetization models opted by service providers. This paper is written to study, understand and analyses various monetization models opted by OTT service providers. The study is conducted to study market insight of OTT services during the lockdown and satisfaction factor of customer for OTT services. Inputs will be beneficial to buy out important factors to streamline the success of OTT within the market. As not much of the literature available for research and to know the in-depth of the viewer mind the quantitative methodology is been chosen. The research method is convenience sampling and online survey conducted with the assistance of Google forms.

KEYWORDS: *Monetization Models, OTT Services, Streamline*

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