

## **The Changing Dynamics of OTT Platforms and Cinema in India**

**Gvnbhargav**

NIIT University, Rajasthan, India

### **Abstract:**

The Indian entertainment industry has witnessed a paradigm shift with the rise of Over-the-Top (OTT) streaming platforms, challenging the dominance of traditional cinema. This paper explores the evolving relationship between OTT platforms and theatrical releases, analyzing audience behavior, revenue trends, and industry strategies. Through case studies of films like *Salaar*, *Sarfira*, and *Khel Khel Mein*, this research highlights the factors influencing box office success and streaming dominance. The study also examines the impact of pricing strategies (e.g., National Cinema Day, Cinema Lovers Day) on theatrical footfalls and the role of digital-first releases.

A comparative analysis of Bollywood remakes (*Main Tera Hero* vs. *Jersey*) further underscores the impact of pre-existing OTT availability on theatrical performance. Using primary survey insights and secondary data from Ormax, BookMyShow, PVR Inox, and FICCI reports, the research identifies trends shaping audience preferences. The paper also projects future implications (2025–2030), including AI-driven content curation, regional OTT growth, and hybrid distribution models.

Findings suggest that while theaters will continue to cater to event-driven, blockbuster experiences, OTT platforms will dominate personalized, subscription-based content consumption. The study concludes that a coexistence strategy between OTT and cinemas, supported by innovative pricing, premium content, and immersive in-theater experiences, will drive the industry's next phase of evolution.

### **Keywords:**

OTT platforms, theatrical releases, audience behavior, box office trends, hybrid models, streaming economics, Indian cinema, digital disruption.