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Research Article

OTT USAGE PATTERN OF THE BANGLADESHI YOUTH: A BENIGN SIGN FOR THE NATIVE ONES

Khandakar Rubyat MURSALIN
Dhaka University, Bangladesh
k.mursalin@du.ac.bd
https://orcid.org/0009-0004-6824-3428

Nasimul HUDA
Dhaka University, Bangladesh
nasimulhuda49@gmail.com
https://orcid.org/0009-0002-0873-2073

Nabil Ahmed UTHSO
Dhaka University, Bangladesh
nuthso@isrt.ac.bd
https://orcid.org/0000-0002-2589-7163

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ABSTRACT

The rise of Over-the-top (OTT) platforms has reshaped global content consumption trends, accelerated further by the COVID-19 pandemic. The pandemic-related lockdowns and the increase in mobile phone subscribers have impacted the proliferation of OTT platforms in Bangladesh. This study explores the OTT platform usage habits of Bangladeshi youth and examines the challenges faced by local platforms in competing with their international counterparts. Using the quantitative methodology, the study conducted an online survey of young users to know about their preferences, levels of satisfaction, and opinions of domestic and international OTT platforms, using the Uses and Gratification theory as a lens. The findings show that convenience and content quality is frequently cited as the main reason for OTT usage, pointing to a satisfaction of entertainment needs. While competing with foreign behemoths like Netflix, local OTTs struggle to meet content

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preferences. However, the study shows that young adults in particular have a positive outlook on the future of local OTT platforms, indicating a promising path forward for the local OTT market.

Keywords: *OTT in Bangladesh, OTT Consumption, VOD Services, OTT Emergence, OTT Adoption.*

BANGLADEŞLİ GENÇLERİN OTT KULLANIM ÖRNEĞİ: YERLİLER İÇİN İYİ BİR İŞARET

ÖZ

Over-the-top (OTT) platformlarının yükselişi, COVID-19 salgını ile daha da hızlanan küresel içerik tüketim trendlerini yeniden şekillendirdi.miştir. Pandemiyle bağlantılı karantinalar ve cep telefonu abonelerindeki artış, Bangladeş'te OTT platformlarının yaygınlaşmasını etkiledi. miştir. Bu çalışma, Bangladeşli gençlerin OTT platformu kullanım alışkanlıklarını araştırmakta ve yerel platformların uluslararası muadilleriyle rekabet ederken karşılaştıkları zorlukları incelemektedir. Nicel metodolojiyi kullanan çalışma, Kullanımlar ve Doyumlar teorisini bir mercek olarak kullanarak genç kullanıcıların tercihlerini, memnuniyet düzeylerini ve yerel ve uluslararası OTT platformları hakkındaki görüşlerini öğrenmek için çevrimiçi bir anket gerçekleştirdimiştir. Bulgular, OTT kullanımının ana nedeni olarak kolaylık ve içerik kalitesinin sıklıkla gösterildiğini ve eğlence ihtiyaçlarının karşılandığına işaret ettiğini göstermektedir. Netflix gibi yabancı devlerle rekabet eden yerel OTT'ler içerik tercihlerini karşılamakta zorlanmaktadır. Ancak araştırma, özellikle genç yetişkinlerin yerel OTT platformlarının geleceğine dair olumlu bir bakış açısına sahip olduğunu göstermektedir ve bu da yerel OTT pazarı için umut verici bir yola işaret etmektedir.

Anahtar Kelimeler: *: Bangladeş'te OTT, OTT Tüketimi, VOD Hizmetleri, OTT'nin Ortaya Çıkışı, OTT'nin Benimsenmesi.*

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INTRODUCTION

Nowadays, (Over-the-top) OTT has appeared as a new trend in the entertainment industry. These platforms have changed the content consumption habits of the audience worldwide challenging the traditional watching patterns for the last few years. The COVID-19 pandemic played a significant role in fostering the change (Patnaik, Shah, & More, 2021).

Over the past decade, Bangladesh has experienced significant growth in mobile phone and internet penetration, leading to increased accessibility of OTT (Over-The-Top) services. In the last decade, several OTT platforms have entered the Bangladeshi market. The COVID-19 pandemic, along with lockdowns that increase audiences' mobile phone usage, has fueled the growth. So, this study tried to figure out the choice and shape of the youth OTT usage who are used to be major OTT users. Moreover, with a 160 million population, Bangladesh is potentially a big market for OTT business. Though local OTTs are quite popular, foreign platforms such as Netflix hold a big share of the audience (Hossain, 2022). So, there is a tussle between local and foreign platforms. So, this study wants to how young people are using OTT platforms in Bangladesh. It will analyze the nature of competition between local and foreign OTTs. Lastly, this investigation empirically tries to anticipate the prospect of Local OTT platforms.

LITERATURE REVIEW

Traditionally audio-visual content like movies, music, etc. was consumed in the form of television and theatre. As technology advanced and VHS, DVDs, Blu-rays and disc rental services emerged, they became available at convenience. Direct-to-home (DTH) and satellite and dish connectivity technology made high-quality broadcasts directly consumable to the audience. In this era of information and communication technology (ICT), the consumption of any audio-visual content is easier through online streaming or Video on Demand (VoD) services which is typically referred to as Over-The-Top (OTT) (Sundaravel & Elangovan, 2020). The media and entertainment, health and fitness, IT and telecom, e-commerce, education and training, and other sectors make up a sizable portion of the over-the-top services

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market. Because more people are watching online videos, the media and entertainment sector has become the most important in the over-the-top market. Nowadays, OTT is a current trend in the media industry (Kumari, 2020).

Since the emergence of OTT platforms, it has been impacting the television and film industry changing the viewing pattern of audiences and business models (Sundaravel & Elangovan, 2020; Michaux, 2020; Singh, P. 2019; Kim, Kim & Nam, 2015; Doyle, 2016; Steemers, 2016; Frieden, 2014; Burgess, D., & Stevens, 2021) It has changed the industry mechanism of audio-visual content production and distribution. Thus, it creates turmoil in the whole media and entertainment industry (Kumari, 2020). Academics intended to examine this new global trend in the media industry from different perspectives.

Menon (2022); Sadana & Sharma (2021); Camilleri & Falzon, (2021); and Dasgupta & Grover (2019) tried to determine the factors behind the adoption and continuation of OTT usage throughout different countries and argued that convenience, mobility, content, and subscription strategies are the factors why users shift towards OTT platforms and plan to continue using those platforms.

Menon (2022) shaped a comprehensive study model and used Structural Equation Modeling (SEM) to analyze cross-sectional data from 576 Indian OTT users of various ages and genders, while Camilleri & Falzon (2021) adapted the “technology acceptance model” (TAM) along with “uses and gratifications theory” (UGT) to better realize the people’s intention to use OTT.

Singh (2019) found that due to the convenience of service, being a personalized medium to the audience, and the availability of international content, OTT is changing television and film-watching habits in India. The study also revealed that Over-the-top has a promising future in India due to the country's high smartphone penetration, international media mogul cooperation, cost efficiency, and digital quality of the medium.

On the other hand, Kumari (2020) discovered that an affordable internet connection is the most technological reason behind the rise of OTT in the country along with other factors such as cost, ease of use, convenience, and user customization. Expectedly, 88 percent of (a total of 106) respondents in the study agreed that usage of OTT had changed their

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television and movie consumption habits. In his study, Singh (2019) found that 95 percent of users think that the television and film industry is changing due to the OTT platforms. He argued that the convenience of using OTT services over television and cinema halls, the experimental, uncensored, and quality content of the platforms, the affordability of the medium, and users' desire to experience new technology are the reasons behind the change.

Patnaik, Shah, & More (2021) explored the rise of OTT platforms during the Covid-19 pandemic in India. They argued that the pandemic changed the way Indian people consume entertainment content. People preferred 'Netflix-n-Chill' over going to a theatre. This shift fostered the growth of OTT platforms in India.

Jain (2019) observed a substantial surge of OTT platforms during the COVID-19 pandemic in India in terms of content consumption and subscriber count due to the shift in consumer preferences. She argued that binge-watching has become popular and audiences are not, nowadays solely dependent on television because of the 'unparalleled growth'(Jain, 2019, p.257) in the media and entertainment industry with the help of technology.

Sundaravel & Elangovan (2020) argued that Indian local OTT companies were trying to gain a better footing in the native market by competing with the global players. They also argued that OTT platforms impacted the traditional media creating a threat to TV and film investors. Owners of the contents' copyrights fear that OTT platforms increase the chances of piracy. On the other hand, content openness, caused by lack of regulation has appeared as a problem (Crandall, 2014).

Fitzgerald (2019) observed the rapid growth of over-the-top (OTT) video services in India in the context of the current global debate on media imperialism, more specifically platform imperialism. The study also assesses the dynamics of technological infrastructures such as the internet, native and foreign initiatives, business models, and policies related to the OTT platforms, as well as the interplay among them.

Pandey, Choi, & Park (2019) investigated the evolution of over-the-top (OTT) services and the challenges ISPs (Internet Service Providers) are facing as the CDNs (Content Distribution Network) and cloud-driven OTT apps take over the IPTV which was previously owned by ISP(s).

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Explaining technological challenges and the ways to mitigate them, the author suggested a need for coordination among the players in the OTT field to establish a balanced beneficiary market.

Tengeh & Udoakpan (2021) conducted a study on OTT services and the shifts accompanying the emergence of OTT television in South Africa. With the help of the Uses and Gratification theory, the author investigated the audience's viewing behavior. The researchers also argued that as the cost of fast broadband data and the price of the devices will be reduced, the viewing patterns of consumers will continue to adapt.

Kim, Kim & Nam (2016) explained the competition in the Korean video platform market under the scope of 'the theory of Niche'. They concluded that YouTube provided a higher level of gratification while the Niche breath of Pay TV is higher than other OTT platforms as a whole. Excluding YouTube, Pay TV still has competitive superiority over other video streaming platforms.

Arjona Martín (2021) examined the impact of the OTT platforms on the audiovisual market in Spain by conducting an exhaustive review of the information published by secondary sources. The study confirmed the decrease in linear television consumption as a benefit of IPTV and OTTs.

There have been limited studies conducted on Over-The-Top platforms in Bangladesh that focused on the emergence, current scenario, and prospect of OTT platforms in Bangladesh.

Rashid (2022) tried to explore the emergence of the Over-the-top (OTT) entertainment industry in Bangladesh. Despite the lack of empirical evidence, he argued that OTT emerged as a new way to watch cinema, movies, dramas, and TV channels. He also argued that the availability of the internet and people's changed minds fostered this growth.

In attempting to present empirical evidence, Hossain (2022) investigated the viewership tendencies of Bangladeshi consumers by analyzing 100 responses collected through a random sampling method. While the number of samples may seem audacious enough to conclude, the author argued that most OTT subscribers (67%) use OTT as their primary source of entertainment.

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Khan (2021) studied the analytics of Binge, one of the growing OTT platforms in Bangladesh, and its marketing strategies. Analyzing responses of a particular portion of the Binge employees, he argued that lack of original content and piracy are the major issues that throttled the popularity of the platforms. The study suggested that proper government regulation and good internet speed and pricing might thrust the wheel.

Operationalizing OTT as a medium of real-time internet-run communication services such as; Messenger, Imo, Viber, WhatsApp, etc.', Kamal (2020) investigated the factors attracting audiences towards OTT and its impact on the revenue of telecom companies. She examined the case of 'Robi Axiata Limited', the country's second-largest telecom operator. She found that the existence of OTT platforms lowers voice revenue for Robi while increasing data revenue. Scholars studied how OTT is now being used worldwide, the reasons for its growth, the difficulties it faces, and its potential for the future. Some studies also have focused on the dynamics of this new medium and regulation aspects.

THEORETICAL FRAMEWORK

The implication of the Uses and Gratification theory, which originated in the middle of the last century helps researchers realize why and how users actively seek out the use of a particular medium to gratify their needs (Severin & Tankard, 1997). The theory has been popularly used to find the reasons behind users' choice of a certain type of media (Katz, Blumler & Gurevitch, 1973). Distinguished uses and gratification approach theorists Katz, Blumler, and Gurevitch pointed out five basic assumptions of the theory:

> "1. the audience is active and uses media purposefully; 2. the initiative in linking need gratification to a specific medium choice rests with the audience member; 3. the media compete with other resources for need satisfaction; 4. By being sufficiently self-aware of their media use, interests, and motives, people can give researchers an accurate picture of their media use; 5. value judgments of media content can only be assessed by the audience (Katz et all, 1973, pp.510-511; Haider & Samin, 2014, p.185).

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Audiences seek gratification from media through the Uses and Gratification theory, which identifies five categories: cognitive, affective, personal, integration, and social interaction, and tension release needs. Rubin (1981) expanded on this theory, discovering nine clusters of viewing motivations including pass time/habit, companionship, arousal, program content, relaxation, information, escape, entertainment, and social interaction. Recent research by Kaur et al. (2020) shows that content, process, social and technological uses, and gratification aspects influence medium adoption. This theory has been consistently applied to understand media consumption and program preferences. It is also relevant for understanding the popularity of Over-The-Top (OTT) platforms in Bangladesh, shedding light on why consumers are drawn to these new mediums, with a focus on entertainment satisfaction.

METHODOLOGY

In this study, a quantitative approach has been used to uncover the OTT usage patterns of young audiences. So, an online survey was conducted through Facebook and messenger groups, email, and other online means to get relevant data. The population of the survey consisted of users of different ages, particularly the youth in the country. To appraise Bangladeshi OTT users and audiences, we determined our sample size using the following formula. The formula is as below:

$$n = \frac{z^2 p(1-p)}{e^2}$$

Where, p = proportion of an event, e = margin of error, z = z-score, n = sample size. We considered $p = 0.5$, and for a 95% confidence interval, $z = 1.96$, $e = 6\%$ (since acceptable margin of error lies between 4% and 8% at the 95% CI). Hence, the calculated sample size is approximately 267, that is, $n = 267$. We got 294 responses. To guarantee representative data, a random sampling technique was used. We used statistical analyses to study the background characteristics of the respondents, including gender, age, occupation, habitation/city of living, and education. We created graphs and percentage tables to show the distribution of these characteristics. We also analyzed the relationship

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between personal characteristics and other variables of interest, such as OTT usage, frequency of watching, satisfaction after using OTT, local vs. foreign OTT preference, and the most important area in which foreign shows are advanced (story). To analyze the data, we used a chi-square test to assess the significance of associations between the variables. Since OTT usage was a binary variable with two categories (yes and no), we performed a binary logistic regression to calculate both unadjusted and adjusted odds ratios (ORs) for each level of the determinants. We reported and interpreted the adjusted odds ratios with a 95% confidence interval. The p-value threshold was set at 0.05, indicating a 5% significance level. We considered two-tailed statistical tests with a p-value <0.05 to be statistically significant. We conducted the statistical analyses using the ‘svy’ package in Stata (StataCorp version 14.0) software.

The study’s main limitation is that a relatively large sample size should have been considered. Statistical analyses were limited to unadjusted associational measures; hence, further studies should incorporate adjusted associations between covariates and the outcomes. Moreover, the cross-sectional nature of this study makes it difficult to draw causation between the covariates and response variables. Future studies can address more diverse groups about their OTT preferences.

FINDINGS

Out of 294 responses, 55% of them are OTT users, which is 161 in number. The majority of respondents occupation is students (75.20%) but this study has a significant number of employed (22.40%) respondents as well. 76% of the respondents live in Dhaka City. 11%, 9% and 4% of the respondents live in Villages/Upazilla, Divisions, and Districts respectively. The main reason (60.15%) for not using OTT is due to a preference for other sources, while the cost of using OTT is the second most important reason (38.35%). A small percentage (6.77%) cited vulgar/explicit content as the reason for not using it. 67.70% of respondents use Netflix. The second most popular platform is Hoichoi (56.52%) and 46% of respondents choose Chorki as one of their favorite OTT platforms. However, only 2% selected Hotstar as their preferred OTT platform. Most of the respondents (83.23%) use smartphones and (40.99%) use laptops as a device to watch OTT and 35.40% of

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respondents watch OTT two to four days a week. A majority of the survey respondents (57.14%) spend 2-3 hours a week watching OTT. Nearly half of the respondents (49. 69%) prefer watching OTT during late night hours, from 11 pm to 4 am. Web Series (85.71%) are the most popular type of content to watch, with cinema (82.61%) being a close competitor. The individuals surveyed have a preference for viewing Thriller (77.64%) and Detective (59.63%) shows, and a majority of them experience considerable satisfaction (43.48%) following their consumption of content on OTT platforms. The ease of use (77.02%) is believed to be the primary factor driving people's growing interest in OTT. Its quality content (44.72%) ranks as the second biggest contributing factor as well.

Figure 1

Content Type

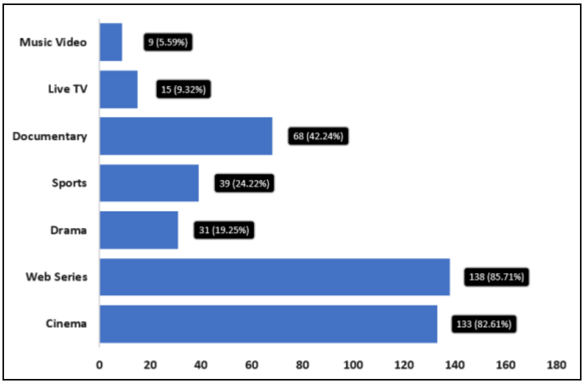

Figure 2

Genre That Respondents Prefer

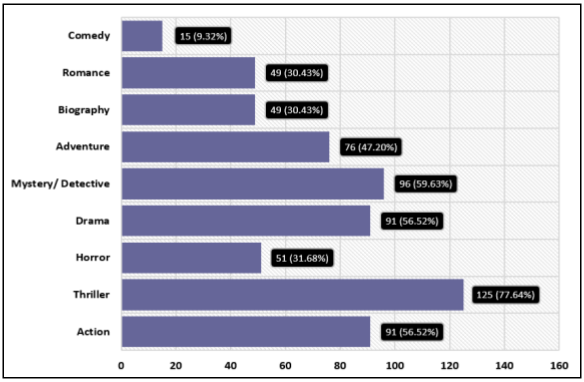

Figure 3

Satisfaction After Using OTT

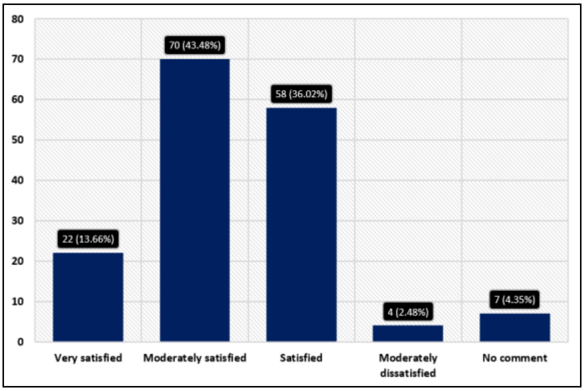

Figure 4

Reasons for Interest in OTT

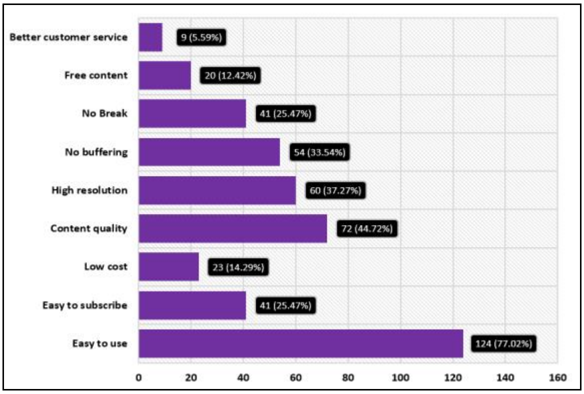

Figure 5

Problems of Local OTTs

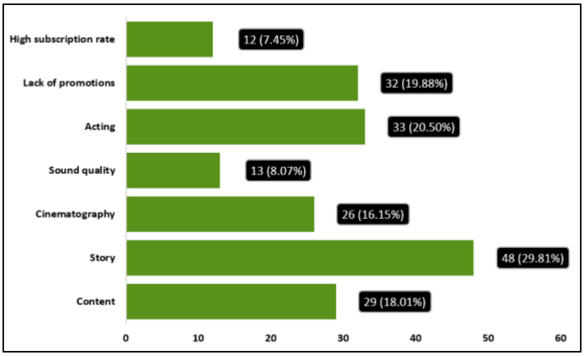

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Figure 6

Areas in which Foreign OTTs are Advanced

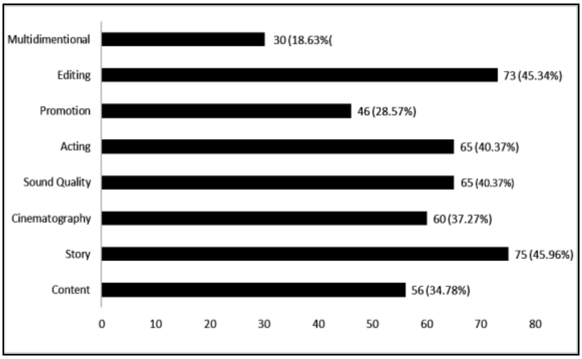
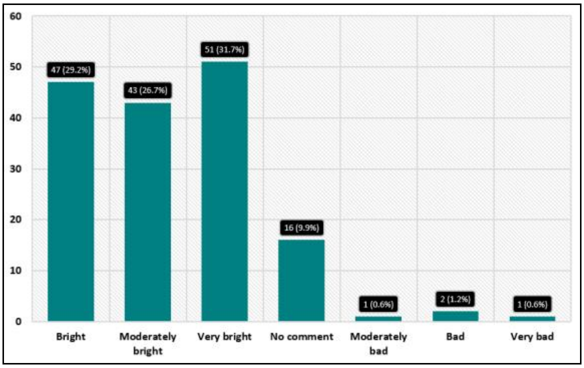


Figure 7

Future of Local OTTs in Bangladesh



The survey reveals that 41% of the respondents favor foreign OTT platforms, while 34% have an equal preference for both foreign and local platforms. A considerable number of respondents (57%) consider foreign OTTs to be better, while a noteworthy portion (25%) also acknowledge the competition from local ones. Respondents identified story and acting as the weakest part of the local OTTs and story and editing as the most advanced sectors of foreign OTT. However, the majority of the respondents believe that local OTT has a promising future.

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Table 1

Results of Bivariate Analysis Representing the Association between Determinants with OTT Usage with P-Value.

Variables	OTT usage		p-value
	Yes (%)	No (%)	
Gender			
Male	117 (55.19)	95 (44.81)	0.813
Female	44 (53.66)	38 (46.34)	
Age (in years)			
<18	1 (100.00)	0 (0.00)	
18-24	104 (49.29)	107 (50.71)	**0.007***
25-30	27 (60.00)	18 (40.00)	
31-40	21 (72.41)	8 (27.59)	
41-50	8 (100.00)	0 (0.00)	
Occupation			
Student	107 (48.42)	114 (51.58)	
Employed	50 (75.76)	16 (24.24)	**0.001***
Unemployed	0 (0.00)	1 (100.00)	
Housewife	4 (66.67)	2 (33.33)	
Habitation/ City of Living			
Dhaka	135 (60.54)	88 (39.46)	
Division	9 (34.62)	17 (65.38)	**0.006***
District area	5 (41.67)	7 (58.33)	
Upazilla/ Village area	12 (36.36)	21 (63.64)	
Education			

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HSC	14 (45.16)	21 (33.33)	0.075
Graduate	105 (52.50)	95 (47.50)	
Post-graduate	42 (66.67)	17 (54.84)	

Table 1 shows that the percentage of OTT users varies significantly across age (**p-value: 0.007**), occupation (**p-value: 0.001**), and habitation (**p-value: 0.006**). The percentage of OTT users was significantly higher in the age group 31-40 (72.41%). About 50% who are students are OTT users, while this percentage is 75.76% are employed. Most participants (60.54%) who live in Dhaka city use OTT. On the other hand, only 36.36% of the respondents who live in either Upazilla or the village area are OTT users.

Table 2

Results of Logistic Regression Model Regressing on OTT Usage Showing Both Unadjusted and Adjusted Odds Ratios (Ors), 95% Confidence Interval, and P-Value.

Variables	**Unadjusted**		**Adjusted**	
	OR (96% CI)	**p-value**	**OR (95% CI)**	**p-value**
Gender	(Reference)		(Reference)	
Male	0.94 (0.56-1.58)	0.813	1.03 (0.59-1.77)	0.918
Female				
Age (in years)	(Reference)		(Reference)	
<25	2.19 (1.28-3.76)	**0.004**	1.21 (0.51-2.89)	0.666
25-50				
Occupation	(Reference)		(Reference)	
Student	3.03 (1.69-5.44)	**<0.001**	2.87 (1.25-6.63)	**0.013**
Others				

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City of Living				
Dhaka	(Reference)		(Reference)	
Others	0.38 (0.22-0.65)	**0.001**	0.39 (0.22-0.71)	**0.002**
Education				
HSC	(Reference)		(Reference)	
Graduate	1.34 (0.63-2.87)	0.448	1.03 (0.46-2.29)	0.945
Post-graduate	2.43 (1.01-5.86)	**0.048**	0.78 (0.25-2.39)	0.670

Table 2 shows that for the variable occupation, the odds of being an OTT user is **2.87 (p-value: 0.013, 95% CI: 1.25-6.63)** times higher for people other than students (Employed/ Unemployed/ Housewife) compared to those who are students. In other words, students are less likely to use OTT platforms. On the other hand, for the variable habitation/ city of living, people who live outside the capital (Dhaka), that is, in division/ district/ upazila/ village area, have 61% **(p-value: 0.002, 95% CI: 0.25-2.39)** less odds of using OTT platforms relative to those who live in Dhaka indicating that people living in Dhaka are more likely to be OTT users.

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Table 3

Results of Bivariate Analysis Representing the Association between Background Characteristics with the Frequency of Watching with the P-value.

Frequency of Watching

Variables	Daily	2-4 days a week	Once a week	Irregularly	Rarely	p-value
Gender						
Male	24 (20.51)	44 (37.61)	12 (10.26)	12 (10.26)	25 (21.37)	0.799
Female	8 (18.18)	13 (29.55)	5 (11.36)	5 (11.36)	13 (29.55)	
Age (in years)						
<18	1 (100)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	
18-24	12 (11.54)	33 (31.37)	15 (14.42)	14 (14.46)	30 (28.85)	**0.027***
25-30	9 (33.33)	9 (33.33)	2 (7.41)	2 (7.41)	5 (18.52)	
31-40	7 (37.50)	12 (57.14)	0 (0.00)	1 (4.76)	1 (4.76)	
41-50	3 (37.50)	3 (37.50)	0 (0.00)	0 (0.00)	2 (25.00)	
Occupation						
Student	10 (9.35)	36 (33.64)	14 (13.08)	14 (13.08)	33 (30.84)	**<0.001***
Employed	21 (42.00)	19 (38.00)	3 (6.00)	2 (4.00)	5 (10.00)	
Housewife				1 (25.00)		

	1 (25.00)	2 (50.00)	0 (0.00)		0 (0.00)	
Habitation/ City of Living						
Dhaka	29 (21.48)	50 (37.04)	16 (11.85)	14 (10.37)	26 (19.26)	0.244
Division	0 (0.00)	3 (33.33)	0 (0.00)	2 (22.22)	4 (44.44)	
District area	2 (40.00)	1 (20.00)	0 (0.00)	0 (0.00)	2 (40.00)	
Upazilla/Village	1 (8.33)	3 (25.00)	1 (8.33)	1 (8.33)	6 (50.00)	
Education						
HSC	2 (14.29)	5 (35.71)	1 (7.14)	1 (7.14)	5 (35.71)	0.107
Graduate	17 (16.19)	33 (31.43)	12 (11.43)	13 (12.38)	30 (28.57)	
Post-graduate	13 (30.95)	19 (45.24)	4 (9.52)	3 (7.14)	3 (7.14)	

From Table 3, we see the existence of a significant association between the frequency of watching and age (**p-value: 0.027**) and between the frequency of watching and respondents' occupations (**p-value: <0.001**). For the age group 18-24, a higher percentage (31.37%) of people watch content on OTT platforms 2-4 days a week, whereas this percentage is 57.14% for the age group 31-40. Most participants in all age groups watch OTT content 2-4 days per week. For the variable occupation, many students watch OTT content 2-4 days a week. On the other hand, a higher percentage of employed people watch OTT content daily.

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Table 4

Results of Bivariate Analysis Representing the Association between Background Characteristics with Satisfaction after Using OTT with the P-value.

	Satisfaction after using OTT					
Variables	**Very satisfied**	**Moderately satisfied**	**Satisfied**	**Moderately dissatisfied**	**No comment**	**p-value**
Gender						
Male	16 (13.68)	57 (48.72)	36 (30.77)	3 (2.56)	5 (4.27)	0.199
Female	6 (13.64)	13 (29.55)	22 (50.00)	1 (2.27)	2 (4.55)	
Age (in years)						
<18	0 (0.00)	0 (0.00)	1 (100.00)	0 (0.00)	0 (0.00)	
18-24	6 (5.77)	43 (41.35)	46 (44.23)	3 (2.88)	6 (5.77)	
25-30	9 (33.33)	9 (33.33)	7 (25.93)	1 (3.70)	1 (3.70)	**0.018***
31-40	5 (23.81)	12 (57.14)	4 (19.5)	0 (0.00)	0 (0.00)	
41-50	2 (25.00)	6 (75.00)	0 (0.00)	0 (0.00)	0 (0.00)	
Occupation						
Student	10 (9.35)	36 (33.64)	14 (13.08)	14 (13.08)	33 (30.84)	
Employed	11 (22.00)	19 (38.00)	3 (6.00)	2 (4.00)	5 (10.00)	0.102
Housewife	1	2 (50.00)	0 (0.00)	1 (25.00)	0 (0.00)	

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	(25.00)					
Habitation/ City of Living						
Dhaka	22 (16.30)	56 (41.48)	49 (36.30)	2 (1.48)	6 (4.44)	
Division	0 (0.00)	5 (55.56)	3 (33.33)	1 (11.11)	0 (0.00)	0.280
District area	0 (0.00)	3 (60.00)	1 (20.00)	0 (0.00)	1 (20.00)	
Upazila/Vil	0 (0.00)	6 (50.00)	5 (41.67)	1 (8.33)	0 (0.00)	
Education						
HSC	2 (14.29)	5 (35.71)	4 (28.57)	0 (0.00)	3 (21.43)	
Graduate	9 (8.57)	48 (45.71)	41 (39.05)	4 (3.81)	3 (2.86)	**0.009***
Post-graduate	11 (14.29)	17 (40.48)	13 (30.95)	0 (0.00)	3 (2.38)	

Table 4 indicates that satisfaction after using OTT is significantly associated with variables age (**p-value: 0.018**) and education (**p-value: 0.009**). A higher percentage (41.35%) of people aged 18-24 are moderately satisfied after using OTT platforms. Nearly 57% of the participants in the age group 31-40 are moderately satisfied. About 36% of respondents with educational status HSC are moderately satisfied with OTT usage, and this percentage is nearly 46% of graduates.

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Table 5

Results of Bivariate Analysis Representing the Association between Background Characteristics with the Most Important Area (Story) in which Foreign OTTs are Advanced with the P-Value.

Variables	Foreign OTTs are advanced in Story		p-value
	Yes (%)	**No (%)**	
Gender			
Male	61 (52.14)	56 (47.86)	**0.010***
Female	13 (29.55)	31 (70.45)	
Age (in years)			
<18	0 (0.00)	1 (100.00)	
18-24	46 (44.23)	58 (55.77)	0.693
25-30	12 (44.44)	15 (55.56)	
31-40	11 (52.38)	10 (47.62)	
41-50	5 (62.50)	3 (37.50)	
Occupation			
Student	45 (42.06)	62 (57.94)	
Employed	27 (54.00)	23 (46.00)	0.371
Housewife	2 (50.00)	2 (50.00)	
Habitation/ City of Living			
Dhaka	67 (49.63)	68 (50.37)	
Division	3 (33.33)	6 (66.67)	0.188
District area	1 (20.00)	4 (80.00)	
Upazilla/ Village area	3 (25.00)	9 (75.00)	

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Education			
HSC	2 (14.29)	12 (85.71)	**0.045***
Graduate	51 (48.57)	54 (51.43)	
Post-graduate	21 (50.00)	21 (50.00)	

The percentage of people who believe foreign OTTs are advanced in the story varies significantly across gender and education (Table 5). A large (52.14%) proportion of males agrees with the perception, and this proportion is only 29.55% for females. About 50% of people with education level graduate and post-graduate believe that foreign OTTs are advanced in the story, while this percentage is only 14.29% for respondents with education level HSC.

Table 6

Results of Bivariate Analysis Representing the Association between Background Characteristics with the Future of Local OTTs in Bangladesh with the P-value.

	Future of Local OTTs in Bangladesh							
Variables	**Bright**	**Moderately bright**	**Very bright**	**No comment**	**Moderately bad**	**Bad**	**Very bad**	**p-value**
Gender								
Male	34 (29.06)	33 (28.21)	35 (29.91)	11 (9.40)	1 (0.85)	2 (1.71)	1 (0.85)	0.878
Female	13 (29.55)	10 (22.73)	16 (36.36)	5 (11.36)	0 (0.00)	0 (0.00)	0 (0.00)	
Age (in years)								
	1	0	0	0	0	0	0	

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<18	(100.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	
18-24	33 (31.73)	36 (34.62)	23 (22.12)	11 (10.58)	0 (0.00)	1 (0.96)	0 (0.00)	**0.003***
25-30	8 (29.63)	3 (11.11)	13 (48.15)	2 (7.41)	0 (0.00)	0 (0.00)	1 (3.70)	
31-40	2 (9.52)	4 (19.05)	13 (61.90)	1 (4.76)	1 (4.76)	0 (0.00)	0 (0.00)	
41-50	3 (37.50)	0 (0.00)	2 (25.00)	2 (25.00)	0 (0.00)	1 (12.50)	0 (0.00)	
Occupation								
Student	34 (31.78)	36 (33.64)	27 (25.23)	9 (8.41)	0 (0.00)	1 (0.93)	0 (0.00)	0.117
Employed	13 (26.00)	6 (12.00)	22 (44.00)	6 (12.00)	1 (2.00)	1 (2.00)	1 (2.00)	
Housewife	0 (0.00)	1 (25.00)	2 (50.00)	1 (25.00)	0 (0.00)	0 (0.00)	0 (0.00)	
City of Living								
Dhaka	39 (28.89)	32 (23.70)	49 (36.30)	11 (8.15)	1 (0.74)	2 (1.48)	1 (0.74)	0.064
Division	2 (22.22)	5 (55.56)	0 (0.00)	2 (22.22)	0 (0.00)	0 (0.00)	0 (0.00)	
District					0			
Upazilla/ Village								

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					(0.00)			
	1 (20.00)	1 (20.00)	0 (0.00)	3 (60.00)	0 (0.00)	0 (0.00)	0 (0.00)	
	5 (41.67)	5 (41.67)	2 (16.67)	0 (0.00)		0 (0.00)	0 (0.00)	
Education								
HSC	5 (35.71)	1 (7.14)	5 (35.71)	3 (21.43)	0 (0.00)	0 (0.00)	0 (0.00)	**0.004***
Graduate	34 (32.38)	38 (36.19)	23 (54.76)	8 (7.62)	1 (0.95)	1 (0.95)	0 (0.00)	
Post-graduate	8 (19.05)	4 (9.52)	23 (54.76)	5 (11.90)	0 (0.00)	1 (2.38)	1 (2.38)	

The perception regarding the future of local OTTs in Bangladesh differs significantly across age groups (**p-value: 0.003**) and education levels (**p-value: 0.004**) (Table 6). A higher (34.62%) proportion of people in the age group 18-24 believe that the future of local OTTs is moderately bright. On the other hand, about 48% and 62% of people age group 25-30 and 31-40, respectively, think that the future of local OTTs is very bright in Bangladesh. Most people from each level of education perceive that the future of local OTTs is very bright.

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Table 7

Results of Bivariate Analysis Representing the Association between Background Characteristics with the Continuation of Using OTT in the Future in Bangladesh with the p-value.

	Continuation of using OTT in the future			
Variables	**Yes**	**No**	**Not sure**	**p-value**
Gender				
Male	79 (67.52)	2 (1.71)	36 (30.77)	0.168
Female	25 (56.82)	3 (6.82)	16 (36.36)	
Age (in years)				
<18	0 (0.00)	1 (100.00)	0 (0.00)	
18-24	59 (56.73)	4 (3.85)	41 (39.42)	
25-30	20 (74.07)	0 (0.00)	7 (25.93)	**<0.001***
31-40	19 (90.48)	0 (0.00)	2 (9.52)	
41-50	6 (75.00)	0 (0.00)	2 (25.00)	
Occupation				
Student	62 (57.94)	4 (3.74)	41 (38.32)	
Employed	40 (80.00)	1 (2.00)	9 (18.00)	0.095
Housewife	2 (50.00)	0 (0.00)	2 (50.00)	
City of Living				
Dhaka	93 (68.89)	2 (1.48)	40 (29.63)	
Division	2 (22.22)	0 (0.00)		**0.001***

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District area	3 (60.00)	1 (20.00)	7 (77.78)	
Upazilla/Village	6 (50.00)	2 (16.67)	1 (20.00)	
			4 (33.33)	
Education				
HSC	8 (57.14)	2 (14.29)	4 (28.57)	
Graduate	61 (58.10)	3 (2.86)	41 (39.05)	**0.005***
Post-graduate	35 (83.33)	0 (0.00)	7 (16.67)	

Table 7 shows that continuation of using OTT in the future has a significant association with variables age (**p-value: <0.001**), habitation/ city of living (**p-value: 0.001**), and education level (**p-value: 0.005**). Most people in the age groups 18-24, 25-30, and 31-40 will continue using OTT platforms in the future. Many people from Dhaka city, Division area, and Upazilla/ village area reported continuing to use OTTs. However, about 78% of people in the Division area said they were still determining whether they would continue using OTTs. For the variable education, most people of all education levels reported that they would continue using OTT, which is 57.14%, 58.10%, and 83.33% for people with education levels HSC, graduate, and post-graduate, respectively.

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Table 8

Distribution of Preferred Genre for Age Groups 18-24 and 31-40.

	Genre, they prefer									
Age	**Action**	**Thriller**	**Horror**	**Drama**	**Mystery/ Detective**	**Adventure**	**Biography**	**Romance**	**Comedy**	**Total**
18-24	57 (54.81)	**77 (74.04)**	28 (26.92)	60 (57.69)	60 (57.69)	49 (47.12)	30 (28.85)	29 (27.88)	12 (11.54)	104
31-40	13 (61.90)	**19 (90.48)**	10 (47.62)	14 (66.67)	16 (76.19)	14 (66.67)	10 (47.62)	8 (38.10)	1 (4.76)	21

The majority of participants in both the 18-24 and 31-40 age groups favor **"Thriller"** content on their OTT platforms. Specifically, 74% of respondents in the 18-24 age group selected Thriller as their preferred genre, while 91% of individuals aged 31-40 enjoyed Thriller content.

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Table 9

Distribution of Problems of Local OTTs for Age Groups 18-24 and 31-40.

Problems of local OTTs

Age	Content	Story	Cinematography	Sound quality	Acting	Lack of promotion	High subscription fee	Total
18-24	20 (19.23)	**32 (30.77)**	17 (16.35)	10 (9.62)	23 (22.12)	20 (19.23)	8 (7.69)	104
31-40	1 (4.76)	**7 (33.33)**	5 (23.81)	0 (0.00)	3 (14.29)	4 (19.05)	0 (0.00)	21

Most respondents of both age groups (18-24, 31-40) reported that the quality of the **"Story"** is the main problem of local OTTs. About 31% of the respondents of the age group 18-24 agreed with this perception; this percentage is 33.33% for the age group 31-40.

DISCUSSION

Convenience (77.02%) and Quality of content (44.6%) are the two most important reasons for OTT Usage. A higher level of satisfaction was seen among the users. Among the respondents, 36.02% were 'satisfied', 43.48% were 'Moderately satisfied', and 13.66% were 'very satisfied'. In comparison, only 2.48% of respondents were 'Moderately dissatisfied'. So, OTT platforms provide quality content and are easy for users to use. Consequently, it can be inferred that the audience is attracted to OTT platforms because they fulfill their need for gratification. So, OTT fulfills entertainment needs (McQuil, 1987).

About 34% of total respondents use both local and foreign OTT equally, and 10% watch only foreign OTTs. 8% of the total respondents said that

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they watch local OTT only. But, 41% still watch foreign OTT more than their local counterparts. So, alongside its progress, OTT competes with other sources of entertainment.

Blumler (1974) argued that the using tendency of the audience is based on their social and psychological needs. In the survey, it was seen that Bangladeshi audiences usually watch cinema, web series, dramas, documentaries, sports, and others. Thriller, mystery, action, drama, and adventure are the most viewed genres by OTT audiences (Table 9). Audiences can connect to these contents psychologically as they fit in our social context. Thus, by consuming the content, the audience has managed to gratify their need. Based on the same argument, challenges remained for the local OTT platforms. As they, now are in uneven competition with international OTTs, they have to attract the audience by satisfying their need more than their foreign rivals do. Otherwise as being an 'active chooser of media' (Katz et all, 1973, pp.510-511; Haider & Samin, 2014, p.185), the audience might withdraw themselves from local OTTs. The survey of this study says that among 294 participants, 133 of them do not use OTT platforms. Preferring other sources is the main reason behind this.

It is evident that though the 18-24 age group contributed largely to the total OTT users of the country (64.59%), they are less satisfied (41.35%) after using OTT than the 31-40 age group (57.14%) (Table 2). The satisfaction level goes high with the increase in education level as about 36% of respondents with educational status HSC are moderately satisfied with OTT usage, and this percentage is nearly 46% of graduates (Table 2).

The reason behind this is reflected in Table 5. About 50% of people with education level graduate and post-graduate believe that foreign OTTs are advanced in the story, while this percentage is only 14.29% for respondents with education level HSC. That means local OTT has to increase the quality of the story to attract a young educated audience.

People living in districts and villages beyond the capital city exhibit a significant inclination towards the use of local OTT services, as demonstrated by this study. Individuals in this group commonly possess lesser educational qualifications. To attract more viewers, young people

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suggest that Bangladeshi OTT platforms should work on enhancing their content story. The youth and young adults in Bangladesh, ranging from 18 to 40 years old, are hopeful about the prospects of local OTT platforms and envisage significant growth in the native OTT industry.

CONCLUSION

The outcomes of this study indicate that OTT services are extremely popular among young individuals in Bangladesh as they perceive them as user-friendly and delivering exceptional quality. Despite facing stiff competition from global video streaming platforms, local platforms in Bangladesh can still captivate their audience by producing engaging and relatable content. Improving both the content and storytelling methods can result in reaching this goal. The study further reveals that young people display a positive outlook and belief in the potential of local OTT going forward. The ongoing growth of the local industry is positively impacted by the fact that young adults enjoy using OTT platforms. This research highlights the evolving dynamics of content consumption among the young and claims that at this critical juncture, local OTT platforms have the chance to make significant advancements, enabling them to successfully compete with global platforms and foster a thriving native OTT ecosystem.

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