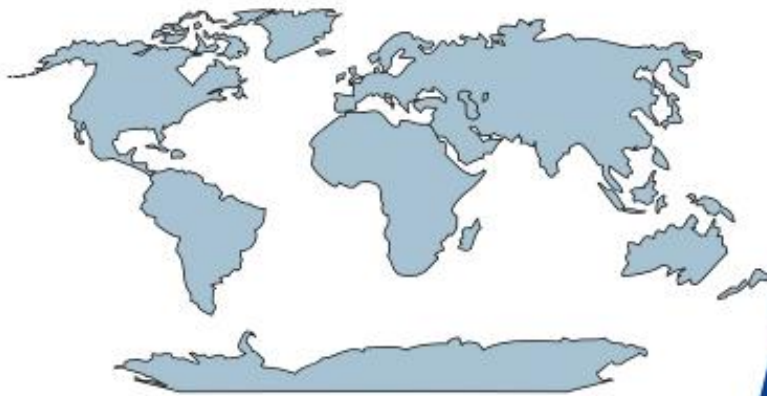


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A PARADIGM SHIFT IN ENTERTAINMENT INDUSTRY

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ABSTRACT

As technology evolves so does the use of technology in film and entertainment industry. The purpose of the research is to examine and analyze the use of different technology and how they interface with the various aspects in the film and entertainment industry. In India, growing smartphone users have been changing the pattern of media content consumption. In the last 3 years, with the availability of cheap internet data the Indian audience are consuming more and more online media content. In the entertainment sector, media consumers are showing a significant change in the consumption behavior, traditional viewing is currently being replaced by the streaming services platform like Amazon prime, Netflix etc.

This is a dynamic environment and the models will reflect the most latest information about technology in the industry and show how the shifting technology paradigm is affecting the industry. New technological interfaces that acquired the entertainment industry and their future scope will be the focus of this research.

This research tries to study the rise of OTT platform during the pandemic. It is important to know the extent of increasing popularity and it is evident since the launch of this streaming services that has only observed and upward curve in the popularity and usage but due to the pandemic there is a rapid increase in its popularity and change in the consumption pattern of people for entertainment to various platforms. This paper props that are people satisfied with watching the content on smaller screen or are they still craving for watching on a big screen? Is the content different? Is the experience different?

Since entertainment media content creators including the director and producer of cinemas adapted themselves to the behavior of audience of the OTT platforms, this paper made through a light on the behavior pattern of the audience so far as taking to the new medium is concerned. Applying the method of survey, this research paper attempts to find an answer to the questions.

Keywords: Entertainment, film, streaming services, pandemic.

INTRODUCTION:

There have been major changes occurring in the film and entertainment industry, the highlight in the digital era environment is 'contents'. Due to the advent of new media and various convergence and integration services, the competition between the platforms has become aggressive. Revolution in the media technology and the advent of smartphone. Even in the remote consumer market in India the consumption pattern of content has changed drastically across every genre of the media. Cinema has been one of significant sources of entertainment in India since the day the first movie 'Raja Harishchandra' released on April 21 1913. Today India is considered to have world's most significant film industry and Bollywood termed as countries "dominant cultural commodity" serving both rural as well as urban India. It continues to grow added by technology, innovation and favorable government policies. In 2019 Indian film industry earned a total revenue of 191 billion rupees.

The 1990s have been a paradoxical period for Indian cinema with new economic policies, the effect of globalization started percolating in Indian culture as well as in the Indian cinema. At the same time it was in the 1990s that the Indian film industry started adapting technological advancement like special effects, 3D effects and digital sound, gradually were being used in the film making that expanded its reach and made film available among the international audience. Collaboration started between Hollywood and Bollywood with both investing in each other implies meaning the Indian film industry becoming a global entertainment sector. In today's world entertainment is one of the most leading industries, which includes the subfields of theatre, name, fine art, dance, music, television and radio. This industry is unpredictable as the main profits depend upon the TRP of a particular television channel, and the box office collection of some movie, etc. for example, if a movies collection is more than 100-200cr. Only then it is considered as a blockbuster and hit movie whereas sometimes others which couldn't reach this bar at the box office, are assumed to be average, in spite of the fact that those movies might have an amazing script or direction.

The internet and the world wide web has integrated the world of entertainment as well. With the growth of internet various and illegitimate methods of downloading movies and piracy had also impacted the percentage