

## Trends in Over-the-top (OTT) Video Services in Asian Countries- A Systematic Review of Literature

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### **Abstract:**

Consumer media consumption habits have changed significantly as a result of the introduction of over-the-top video (OTT) services. While the market for streaming services in the West seems to be saturated, Asia still has room for growth. Asia is a complex market with a mix of international, regional, and local streaming services, with ownership often coming from a telecoms player, media corporation, or broadcaster. Despite the immense growth of OTT video services, there still has been very limited research done in this area. The purpose of the study is to investigate the current trends in OTT research by synthesizing the available literature and to identify the research areas in the context of OTT that could be pursued in the future. This study provides a systematic review of 26 research articles published on OTT video services between 2017 to 2022 in the context of Asian countries. It classifies the literature in terms of years, countries, theories and models used or variables identified, research methods, findings and implications or suggestions. The study implies that the future research on OTT should explore the perspective of service providers and regulatory bodies as well.

**Keywords:** *Customer preference; OTT trends; OTT video services, Service providers, Video on demand*

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### **Introduction:**

The media industry has changed significantly as a result of the advancement of the internet and wireless technologies. Consumer media consumption habits have changed significantly as a result of the introduction of OTT services. Consumers of today have unrestricted access to the media content of their choice anytime and wherever they desire. The proliferation of digital media-compatible gadgets and faster internet have made this possible. Additionally, features like watchlists, locks, rewind, resume, and content recommendations catered to individual interests and preferences allow users to access relevant content easily. Changes in technology, consumer tastes, convenience, and other factors are driving the expansion of OTT platforms. However, the COVID-19 pandemic has caused an unexpected increase in the use of OTT platforms. The dynamic growth that was already taking place has been boosted by the worldwide lockdown. Many people had spare time during

lockdown, which led to an increase in the number of people watching television and using streaming services. People's preferences and habits have been given a fresh start.

In the past two decades, the internet economy has grown quickly, and technological advancement has resulted in the creation of new OTT platforms. OTT services have been quite active and have attracted consumer interest, such as YouTube from 2005 and Netflix from 2016. Individual media consumption patterns are changing quickly, which has benefited international OTT service providers—like Netflix, YouTube, and Amazon Prime—in seeing tremendous revenue growth in recent years. With the introduction of Disney+ and Apple TV+ in the second half of 2019, competition in the worldwide OTT industry intensified. By 2027, it's anticipated that there will be 4,216.3 million subscribers of the OTT Video market (Digital Media Report -Video-on-Demand, 2022). OTT operators are concentrating on services that capture and cater to user wants by understanding subscriber preferences in such a competitive industry.

Media giants like Netflix, Amazon Prime, Disney+, Hulu, and HBO Max are the dominant players in the US streaming market. These companies either have enormous content libraries or have billions of dollars to invest in development. While the market for streaming services in the West seems to be saturated, Asia still has room for growth. In the first quarter of 2022, Netflix, which is leading the drive from the West, added 1 million more subscribers in Asia, despite the fact that the Netflix's overall audience fell for the first time in ten years.

In Asia, OTT is widely accepted by consumers. Asia is witnessing a phenomenal expansion in the streaming video business, and platform owners from all facets of the media, telecom, and broadcast industries are placing significant investment commitments. According to a recent report by The Trade Desk, 34% of Southeast Asian consumers are currently watching OTT video services. A Gen Z favourite, Korean content now predominates streaming schedules, depriving Western fare of attention. While the popularity of Korean content increased by 21% across the region, Western content experienced an 11% decline in popularity year over year (Future of TV Southeast Asia, 2022). By 2027, 22 Asia Pacific countries would earn \$52 billion from streaming TV shows and movies, up from \$32 billion in 2021, according to a report by Digital TV Research (2022). From the \$20 billion in new revenue, China will contribute \$3 billion, India \$3 billion, South Korea \$3 billion, and Japan \$5 billion. The revenues from India will more than double.

Due to the immense growth of OTT video services, it has gained a wider acceptance as a research topic recently. However, there still has been very limited research done in this area. The purpose of the study is to investigate the current trends in OTT research by synthesizing the available literature in terms of years, countries, theories and models used or variables identified, research methods, and implications or suggestions and to identify the research areas in the context of OTT that could be pursued in the future.

The following research questions are developed to present a comprehensive report on existing literature:

1. What are the theories/frameworks/models adopted or variables identified by studies considering OTT video services?
2. What are research methods used by the studies?
3. What research gaps are evident within the extant literature on OTT video services?

### **Methodology:**

This study applied the standards and procedures defined in the Preferred Reporting Items for Systematic Reviews and Meta-Analyses statement (PRISMA). Inclusion criteria were recent studies conducted in the field of OTT video services in the context of Asia from the period of 2017 to 2022. This period is considered to be the major growth period of OTT video services. The studies available online and published in English and Korean (further translated to English) were included. Conference papers, reviews, dissertations, thesis were excluded. A broad literature search was conducted on Google Scholar, Science Direct, Web of Sciences databases for relevant papers with the keywords: “OTT platforms”, “Over-the-top video services”, “Online video services”, “Netflix OTT”, “Video on demand” and “Video streaming services”. Initial relevance evaluations were made on abstracts of interest, and papers that weren't appropriate were excluded from further examination. The remaining papers were read in full and evaluated by the authors. Additional relevant papers were then identified through reference review in selected papers. A final set of 26 papers were retained and analysed after adhering to the review methodology.

### **Discussion:**

Table 1 summarises the studies evaluating OTT video services.

The major models used in empirical studies relating to OTT video services are Innovation Adoption Model (AIETA Model), Users and Gratification Theory, Modified Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), Expectation Confirmation Model (ECM), Technology Acceptance Model (TAM) (Dasgupta and Grover, 2019; Ufuk et al., 2019; Kwon et al., 2021; Bhattacharyya et al., 2022; Menon, 2022; Park et al., 2022). The models have been integrated and extended by adding some new variables so as to reflect the OTT characteristics. Quantitative approach, qualitative approach and mixed approach are used to analyse the different dimensions of variables in the relevant papers. Studies in the field have mostly concentrated on technological aspects, such as adoption and continuance. Additionally, practically all of the studies centred on how customers perceived OTT video services. This might be because understanding the behaviour of customers and their preferences would help the online streaming service providers to furnish strategies that successfully promote the use of OTT video services. However, there are certain unexplored domains requiring immediate attention of researchers and stakeholders. Studies should also focus on the perspective of the business or service providers by analysing the various business models, comparing the performance of local OTT players with global OTT players. It would facilitate deciding on an efficient business model and build a long term relationship with customers thus ensuring the profitability of the investment. Studies should also consider the legislators and regulatory bodies in formulating pertinent laws and regulations to regulate the competitive space in which these platforms operate.

Table 1: Summary of studies evaluating OTT video services

Authors	Country	Objective	Variables identified/ Model used	Research Methodology	Findings	Implications/ Suggestions
Kim et al. (2017)	Korea and China	To investigate the key attributes and to examine consumers' marginal willingness to pay for OTT services.	The study focused on four attributes: recommendation system, resolution, viewing options and price.	Two independent online surveys were conducted in China and Korea. 505 responses from Korea and 381 responses from China were analysed using Conjoint analysis.	The results revealed that for the Chinese consumers, resolution was the most important attribute for OTT service, followed by recommendation system and viewing options. Further, recommendation system was the most valuable attribute for Korean consumers, followed by viewing options and resolution.	Additional attributes such as content quality or diversity can be approached in future studies using different methodology. Similar research should be conducted in other countries so as to yield interesting results and help enhance OTT strategy internationally.
Park (2018)	South Korea	To compare and analyse the business models and strategies employed by firms in digital video marketplace which were facing competition from OTT content services.	The study used Schumpeter's theory of innovation which draws attention on four factors: the nature of innovation, entrepreneurship, market disruption and obsolescence of older business models and the role of financial resources and incentives.	Case study	It was concluded that unlike the third-party services such as Netflix, South Korean OTT services emerged as extensions of established pay TV services. The study revealed that Korean traditional broadcasters were able to successfully incorporate OTT into their business models as they deployed their own offerings in a way that did not cannibalize their existing content offerings, but rather extended them to new platforms.	The Korean case offers some suggestions for solutions from conventional audio-visual providers who are up against OTT services. It remains to be seen if broadcasters in other nations will be able to adopt the Korean tactics.

Dasgupta and Grover (2019)	Pune and Mumbai	<p>-To comprehend the usage pattern, content preference and perception of millennials with regard to OTT platforms.</p> <p>-To understand the gratification factors connected to the adoption and consumption of OTT video services.</p>	Innovation Adoption Model (AIETA Model), Users and Gratification Theory	In-depth interviews were conducted and 35 individuals formed a part of it. Referential and snowball sampling method was used. Based on the interview transcripts, thematic content analysis was carried out.	The study suggested four major OTT adoption factors by millennials, i.e., convenience, mobility, content and cost. It was found that consumers were more drawn towards free OTT platforms than paid ones because they saw OTT to be an additional type of entertainment. Also, 25 out of 35 respondents believed that OTT platforms were superior to conventional video consumption media, such as television.	To generate interest in these platforms, marketers and brand managers need to focus on these four areas. Customers need to be made aware that watching content on an OTT platform can replace watching television because they can watch exactly what they want and only pay for what they see. Consumers' attitudes would gradually shift as a result of this process of awareness, and they would begin to use premium platforms more frequently than free ones.
Fitzgerald (2019)	India	To review the rapid growth of OTT video services and to place the developments in relation to the prevalent trends and business models globally.	The study assessed the specific dynamics of platform growth in relation to the interplay between new digital infrastructures (fiber-optic cables, broadband networks, smartphones), corporate strategies (among small and large, local and		It was highlighted that there were multiple issues for TRAI to consider in developing a comprehensive policy approach and such issues surrounded market power that effectively put the issue of media	The study address the concerns about economic, political and cultural security and socioeconomic development of India among wired nations.

			international players) and state policy and regulation.		imperialism back on table.	
Singh (2019)	India	To examine the viewing patterns for video content among youth and their perception towards the change in watching trends for television and movies due to OTT services.	Preference with regard to- OTT application; timing for watching; monthly cost for OTT; duration of watching; content; language; reasons behind use of OTT; nature and types of movies being watched; reasons for change in TV and movie watching habits and industry due to OTT; reasons for future of OTT.	Online survey questionnaires were used for data collection. Data was collected from 100 respondents from different Indian universities and was analysed through simple percentage analysis.	The results revealed that top three OTT service providers in India were Jio, Hotstar, and Netflix and free streaming entertainment being quite popular among viewers. Web series were the most popular type of content and viewers preferred to watch content in Hindi. Almost all the respondents agreed that OTT applications would change the television and film watching habits in India with reasons being convenience of service, personal medium and availability of international content.	The study highlights that due to high smartphone penetration, international collaborations, cost effectiveness and digital quality of medium, the OTT applications would go a long way with a great scope in India.
Ufuk et al. (2019)	Istanbul	To explore the factors affecting intention to use Netflix by extending Technology acceptance model	Knowledge, Self-efficacy, Perceived ease of use, Perceived usefulness, Attitude, Intention to use and Technology anxiety (moderating role between perceived usefulness and attitude)	A survey of 251 respondents in was conducted and Structural Equation Modelling was applied for hypothesis testing.	The study found that self-efficacy and knowledge were positively related to perceived ease of use. Also, knowledge and perceived ease of use were found to be significantly associated with perceived usefulness which further predicted	In this study, the TAM model includes self-efficacy and knowledge as external variables. Future research may look at additional ideas including individual creativity, perceived cost,

					attitude. The results revealed that intention to use was predicted by attitude and technology anxiety attenuated the positive effect of perceived usefulness on attitude.	and perceived quality. Additionally, researchers might test this model internationally. The influence of age on these interactions might likewise be explored using this model.
Arshan and Ritika (2020)	Chandigarh Tricity	To investigate the key factors influencing users' attitude towards adoption of OTT media platform.	Independent variables- perceived ease of use, perceived usefulness, perceived enjoyment, customization, compatibility, content quality and user interface; Dependent variable- attitude of the users towards adoption of OTT media platform.	Data was collected from a sample of 500 users using purposive judgmental sampling technique with the help of structured questionnaires. SEM was used for the purpose of data analysis.	The results found that customization, perceived enjoyment, content quality and user interface were the most crucial determinants and had significant and positive effect on users' adoption towards OTT media platform. Further, perceived ease of use, perceived usefulness and compatibility did not have a significant influence on users' attitude towards adoption.	The study implies that service providers should develop their strategies by keeping in mind the content which users would like and offer user friendly and personalized services so as to make the customer a long term user of OTT media platform. Also, other factors including self-efficacy, cost, variety of services, facilitating conditions, competitive advantage, and perceived risk can be taken into account to explore their



						effects on OTT media adoption in future research models.
Chung and Zhang (2020)	Korea	To examine the effect of Netflix service characteristics on user satisfaction and continuance intention.	Netflix service characteristics- content diversity, recommendation system, N-screen service, rate system appropriateness, service quality and binge viewing	An online survey was conducted on 202 Netflix users from Seoul University and data was tested using structural equation modelling.	The results revealed that rate system had a direct effect on continuance intention. It was found that N-screen service neither directly nor indirectly affected continuance intention whereas other service characteristics positively affected continuance intention through user satisfaction. Further, user satisfaction and continuance intention had a significant static correlation.	The study implies that users first evaluate the service payment fee as appropriate and then desire to use the service in the long term. Further, continuous efforts should be made to ensure the quality of service by OTT providers.
Gangwar et al. (2020)	India	-To explore the consumer preferences of OTT platforms. -To examine the relationship between demographic factors and consumer preferences towards OTT platforms.	Profiles & ease of use, Additional benefits, Media options, Social trend, Payment mode, Available options, Cost, Customer service	Standardized questionnaire was used to collect the data from 404 respondents by using convenience sampling technique. SPSS tool was used for data analysis.	The study revealed that there was a strong relationship between age and gender with most trending OTT platforms. Further, mobile and laptops were the most used devices for watching OTT content. Also, a relationship was found between age and contents of OTT platforms.	It was highlighted that because there are so many languages spoken in India and so many OTT platforms that are producing content in those languages, gathering responses from diverse locations and preferences will allow for a more thorough



						analysis of the profiles and preferences of users of OTT platforms.
Lestari and Soesanto (2020)	Indonesia	To examine the determinants influencing the decision making process of consumers to continue to use Netflix using a tri-component attitude model.	Determinants- perceived content quality, perceived system quality, perceived ease of use, customization, perceived enjoyment, perceived price level, perceived psychological risk, attitude to use.	The empirical study was conducted on 237 Netflix users through online survey using judgmental sampling technique and SEM was used for analysis.	The findings showed that all other factors had a positive effect on attitude to use Netflix except for perceived ease of use, customization, perceived content quality and perceived risk. Further, attitude to use was found as a predictor of continuance intention to use Netflix.	The study implies that Netflix must deliver satisfactory performance and quality by adding more security safeguards to the Netflix application each time a user launches it. Also, Netflix must make an attempt to offer a shorter membership choice and offer special deals or discounts during specific times.
Madnani et al. (2020)	India	-To examine the change in people's preference towards OTT platforms before and during pandemic -To determine the factors influencing OTT platforms' usage -To analyse the impact of work from	Demographics (age, annual income, occupation, city); Work from home; Content; Time; Convenience; Satisfaction	Primary research approach was undertaken by conducting a focus group discussion and a survey. Focus group discussion was done in two groups. Further, data was collected from 154 college students through a questionnaire. Multilinear regression was	As per the findings, OTT platforms were used more frequently while the country was under lockdown. The degree of satisfaction among people improved as a result of the high quality of the content, free time, convenience, and free content. During lockdown, people who worked from home were also spending	The study highlighted that the cost of acquiring customers for the OTT platform has decreased as a result of pandemic. OTT platforms should take advantage of this opportunity to grow consumer loyalty and adjust to the new normal.

		home on OTT platforms' usage		used for analysis.	more time on OTT platforms. The use of the OTT platform was also influenced by factors such as age, occupation, city, and annual income. Customers between the ages of 16 and 24 and between 24 and 31 as well as students majorly used OTT platforms. The typical time spent on OTT climbed from 0 to 2 hours to 2 to 5 hours.	
Nijhawan and Dahiya (2020)	Delhi-NCR	-To study the effect of growing content consumption on psychographics. -To examine the role played by COVID-19 in growing OTT media consumption trends.	Age and gender representation, impact of COVID on screen time, Estimated screen time, Timeliness for content consumption, Preference between OTT v/s TV, Rationale for platform preference.	The study adopted a combination of quantitative and qualitative approach and a survey was conducted. Data was collected from 80 respondents using random sampling.	The results revealed that post pandemic, the screen time went up for over 87% of respondents. Content of choice, convenience of gadget of choice were the main reasons for OTT preference. Lastly, high subscription charges, content overload, no censorship were key concerns of respondents.	Any form of content consumption involves behaviour that, over time, develops into a habit. In urban areas, COVID 19 has played a critical role in the widespread adoption of the OTT platform. All research indicates towards the growing duration of video content consumption year on year and COVID 19 has shown to be a turning point in this behaviour

						change.
Chopdar and Tarafdar (2021)	Guwahati	<p>- To analyze the consumer preference towards OTT platforms and DTH services</p> <p>- To identify the factors affecting consumers' choice for OTT</p> <p>- To measure consumers' satisfaction level towards OTT</p>	<p>Consumer preference towards OTT and DTH platforms, Factors affecting consumer choice for OTT (Portability, Unlimited variety of choice, Cheaper than regular TV, Latest and quality content, Catch-up shows), Pandemic and OTT, Choice of OTT channel, Satisfaction over OTT</p>	<p>Data was collected from 100 respondents through structured questionnaire using judgement sampling. SPSS tool was used for data analysis.</p>	<p>It was found that 50% of respondents preferred OTT services to DTH. Latest and quality content was found to be a major factor affecting users' choice for OTT platforms. In terms of satisfaction, 58% of respondents were satisfied with the services offered by OTT providers.</p>	<p>The study implied that OTT platforms will become more competitive in the coming years and they may replace the DTH platforms. Consumers use most of their internet data on these platforms which have benefited the telecommunication sector. Further, the film industry also profited during the difficult times by releasing the movies on OTT.</p>
Gomathi and Christy (2021)	Coimbatore	<p>-To analyse viewers' perception towards OTT platform</p> <p>-To examine the factors influencing preference of OTT</p>	<p>Personal profile, Device used for OTT, Language preferred, Number of channels subscribed, Hours spend, Payment mode, Proffered app, Reasons for preferring app</p>	<p>Data was collected from 150 respondents using random sampling method. Simple percentage, weighted average score, simple ranking, chi-square, ANOVA were used for data analysis.</p>	<p>The study revealed that during pandemic there has been rise in consumption of OTT. The viewers want on-demand and instant content. One of the factors driving the expansion of streaming media in India is the prevalence of smartphones, international partnerships amongst media titans, digital quality of the</p>	<p>The operators of movie theatres are advised to consider adding greater comfort and amenities while keeping costs reasonable. It has been discovered that because OTT is growing so quickly, its impact on other traditional media will be profound.</p>

					medium, cost effectiveness, and access liberty (anywhere, any time).	
Gupta & Singharia (2021)	India	To study on consumption of OTT media streaming during COVID-19 lockdown by determining the antecedents affecting users' willingness to continue and subscribe streaming services in future.	Antecedents- customer engagement and quality of service experience, satisfaction (mediating role), habit (moderation role between satisfaction and willingness to continue and subscribe)	Data was collected through online questionnaire from 182 respondents and PLS-SEM was used to analyse the data.	The findings revealed a strong effect of customer engagement and quality of service experience on customers' willingness to continue and subscribe in future. Also, the results established a complementary partial mediation of satisfaction. Further, habit was found as a possible predictor of consumers' decision to continue and subscribe but it failed to establish its moderation effect.	The study implies to provide differential and improved service experience to the customers. Additionally, it suggest service providers to leverage social networking websites to engage consumers and motivate them to create user communities where they may interact and discuss the content.
Kwak et al. (2021)	Britain, China, France, South Korea, Japan, Germany and USA	To identify the influence of demographic profile and personal values on usage of paid OTT services and compare OTT users in different countries	Predictors- Demographic profile (age, gender, occupation, education level, nationality, monthly disposable income); Consumer values (self-fulfilment, self-respect, sense of belonging, sense of accomplishment, fun and enjoyment, warm relationship with others) Dependent variable- Average monthly fee	Online survey was conducted in 7 different countries and 840 responses in total from paid OTT users (SVOD and TVOD) were selected	The findings revealed that age, education, and income had an impact on how much consumers spend on paid OTT services. Gender differences were not significant, however older users spent less on TVOD. Also, spending on TVOD declined along with a tendency	The study made clear that service providers can better target user selection and strategy formulation to assure customer activity and retention by inferring consumer values from the traits, preferences, and daily lives of

			paid for using OTT services (SVOD and TVOD)		toward self-fulfilment. Further, the results showed that users with higher sense of accomplishment spent less on SVOD services. Increased money encouraged the usage of TVOD everywhere but Korea. With the exception of China and Japan, fun and enjoyment in life-oriented customers paid more for TVOD and SVOD in every country.	OTT users. The study indicates that OTT service providers would profit from initiatives that recognise and keep this core customer base in addition to luring in new clients like seniors, people with higher education levels, and people with lower incomes.
Kwon et al. (2021)	South Korea	-To examine the recommendati on agent values that affect the users' search experience towards OTT services. -To investigate the influence of search experience on decision satisfaction and continuance intention.	Recommendation agent values- match score accuracy, thumbnail image appeal, recommended content variety; Users' search experience- perceived diagnosticity, perceived serendipity; Decision satisfaction; Intention to continue the subscription	Data was collected through online survey from 212 paid subscribers of Netflix and PLS-SEM was used to analyze the data.	The study revealed that the recommendation agents significantly influenced search experience. However, match score accuracy did not affect perceived serendipity. It was found that perceived diagnosticity and perceived serendipity increased decision satisfaction which further influenced users' continuance intention to subscribe OTT services.	Findings imply that the recommendation agents should try to provide a wide variety of contents for the subscribers. Also, managers should be concerned about the subscribers' search experience on their platform by not only making it effective to find likeable contents but also by providing serendipitous findings to satisfy and retain subscribers.

<p>Nagraj et al. (2021)</p>	<p>India</p>	<p>-To identify the reasons for willingness and unwillingness to subscribe to OTT video SVoD service - To understand the demographic profiles of Indian SVoD users.</p>	<p>The study provided 11 reasons for not subscribing and 14 reasons for subscribing to OTT video services. Factors such as price, content, features, convenience and quality were also noted.</p>	<p>Consumers were divided into three groups based on whether they use OTT services exclusively, solely cable/DTH services, or both. Structured questionnaires were sent students and faculty of various central universities. Snowball sampling technique was used to obtain 168 responses, while Mturk was used to collect 300 responses and multiple logistic regression test was conducted.</p>	<p>It was found that consumers who subscribe to both cable and OTT services place a higher value on "anytime viewing experience" and "HD video quality" than users who just use OTT services. Subscribers to OTT services favoured private viewing, while cable subscribers preferred family viewing. Consumers who merely had an OTT service subscription, on the other hand, were more concerned with access (unlimited, all the time, on any device), content (local, original, and worldwide), extra features, and membership cost. The most common justification for not subscribing to an OTT service, according to the study, was "already having a cable connection." Limited and bad internet connection was cited as the second-most important reason for not subscribing. The negative</p>	<p>The survey provide marketers with insightful information that they may utilise to enhance and better serve OTT users. Additionally, the study found that demographic factors also had an impact on subscription behaviour in addition to convenience, content, features, and quality. The opinions and justifications in the study were gathered prior to the new rule that the Telecom Regulatory Authority of India (TRAI) implemented in 2019 addressing customer channel choices on cable and DTH services.</p>
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Saxena and Menon (2021)	Mumbai	<p>-To identify the dimensions of perceived quality of service, perceived piracy and perceived satisfaction                      -To examine the relationship between the identified</p>	<p>Perceived service quality; Perceived piracy; Perceived satisfaction</p>	<p>Data collection was done through questionnaire from 238 degree college students                      Structure Equation Modelling was used for analysis</p>	<p>The major dimensions of perceived service quality were found to be availability, accuracy, ease of use, information, navigation, compatibility, speed. The dimensions of perceived piracy were low risk, privacy and</p>	<p>The study suggested that factors such as, no censorship on programs, personalisation should also be taken into consideration for further examination.</p>



		dimensions for online video streaming platforms			stability. Further, pay, continuance intention, recommendation and value for money defined perceived satisfaction. Also, perceived piracy and perceived service quality significantly affected perceived satisfaction.	
Shin and Park (2021)	South Korea	To compare the users' expectation, satisfaction and dissatisfaction between Netflix and K-OTT (Korean based OTT)	Expectancy-value framework was used. Variables- Gratification Sought and Gratification Obtained (content diversity, enjoyment, social interaction, quality, ease of use, perceived price); Dissatisfaction (content and customer service)	Survey was conducted and data was collected from 269 respondents using both Netflix and K-OTT services	It was found that compared to K-OTT, respondents' expectations and satisfaction with Netflix were higher. K-OTT service dissatisfaction was higher than Netflix's, particularly with regard to content. Further, the overall dissatisfaction with K-OTT services increased as satisfaction with the perceived price of Netflix was higher than satisfaction with the perceived price of K-OTT services.	The expectancy-value model extended to the level of dissatisfaction used in this study can be viewed as a framework of theoretical analysis to comprehend the usage and context of OTT services in greater detail. The study indicated that in order to continue developing and growing in a fierce media environment, global OTT services also need to improve user experience and awareness.
Subramanian et al. (2021)		To investigate the factors influencing an	Determinants affecting purchase intention: Cost, content, trust,	-Systematic literature review to identify	In the cost component, discount and offers	The results will help marketers learn how to

		internet user to purchase video streaming service subscription.	safety, website features.	various determinants that can create purchase intention -Formulating a conceptual framework to map the transition of a free user to a paid user.	were considered to be strong drives influencing users. Localization of foreign content and production of original series were found to be important motivators in the content component. Further, introduction of different online features, such as a recommendation system for user profiling and a child lock encourages consumers to buy an OTT under the trust and safety component.	drive audiences to make purchases and video streaming companies to provide worthy offerings.
Bhattacharya et al. (2022)	India	To determine the key factors influencing usage intention of OTT services	Modified unified theory of acceptance and use of technology 2 (UTAUT2) model was used. Antecedent variables- security conditions, value expectancy, social influence, ease of effort, habitual behaviour; Mediating variables- favourable infrastructure conditions, favourable economic position, content quality; Dependent variable- hedonistic motivation for usage	Data was collected through online survey questionnaire from 598 respondents and Structural equation modelling was conducted for analysis.	It was found that content quality and social influence had a significant effect on hedonistic motivation for usage. However, favourable economic position was not positively associated with hedonistic motivation for usage. The study further confirmed the UTAUT2 model's explanatory power and predictability with regard to OTT services	The study empirically evaluated the adoption process, with implications for the hedonistic motivation for using OTT services, in light of the prospective role that OTT services could play in the entertainment and media industries. It laid the foundation for development of extended UTAUT2 model

						by significantly extending its boundaries.
Menon (2022)	India	To explore the motives influencing subscription intention and continuance intention towards OTT platforms	Uses and gratification theory was used. Independent variables-entertainment, relaxation, social interaction, information seeking, voyeurism, companionship, binge watching, convenient navigability Dependent variables-subscription intention and continuance intention.	A multi-method approach, i.e., semi-structured interviews and surveys was used. Data was collected from 576 OTT users of metropolitan cities and SEM was used for analysis.	The study found that out of all the eight motives identified, relaxation, convenient navigability and binge watching significantly influenced subscription intention of OTT platforms. Further, users' continuance intention was influenced by binge watching, entertainment and convenient navigability only.	In order to draw viewers and earn their loyalty, the study implied that OTT platforms should create more entertainment programs and make structural changes to the way that content is created, presented, and distributed. Also, to meet the problems of an expanding market, it was also emphasised that the contents must be locally created and in line with popular interest.
Park et al. (2022)	South Korea	-To examine the influence of OTT characteristics on perceived value, satisfaction and continuous intention of users - To analyse the moderation effect of hedonic innovation between OTT characteristics	Independent variables-OTT service characteristics (audience activeness, ubiquity, platform diversity, content richness); Moderating variable-Hedonic innovativeness; Mediator variable-Perceived value; User satisfaction; Dependent variable-Continuance intention	Survey was conducted at domestic universities and public places and data was collected from 437 respondents. SEM was used for analysis.	The four OTT service characteristic variables were found to positively influence perceived value and among these factors, audience activeness had the greatest effect on perceived value. Additionally, perceived value was found to have a great impact on user satisfaction	The study implied that recognizing the characteristics of OTT services, can have a positive effect on users' perception of value and continuance intention. In addition, related companies can create strategies to help users positively

		and perceived value			and intention to continue using OTT services, and user satisfaction was also found to have a considerable impact on continuance intention. Furthermore, all paths except for the one between ubiquity and perceived value were found to be moderated by hedonic innovation.	recognise the main characteristics of OTT services.
Park et al. (2022)	Korea	-To examine the effect of OTT service characteristics on continuance intention -To analyze the moderating role of price fairness in relationship between variables	Expectation confirmation model was used. Variables- Content curation; Content richness; Audience activity; Platform quality; Price fairness; Expectation-confirmation; Perceived usefulness; Satisfaction; Continuance intention	Data was collected from 386 users of OTT services at domestic university and public places. SEM was used for analysis.	The study showed that audience activity, content richness, and content curation had a significant impact on expectation confirmation. While perceived usefulness and user satisfaction were considerably impacted by expectation confirmation, user satisfaction was significantly impacted by perceived usefulness, which in turn greatly influenced continuous intention to use OTT. Further, it was found that all proposed relationships were	The study implied that OTT services must develop strategies for in order to meet user expectations by investment in the curation and production of a wide range of content in order to consistently retain consumers and make profit. OTT service providers are required to make efforts to make users feel that the rate plan they are using is reasonable and acceptable.

					strengthened by price fairness.	
Youm (2022)	South Korea	To examine the mediation effect of user satisfaction between user experience and continuance intention of OTT services	User experiences (convenience, usability, reliability, pleasurable); Satisfaction; Continuous intention	Data was collected from 195 college students who were users of OTT services. SPSS Process Macro was used for analysis.	The findings revealed that satisfaction in relation to continuous use intention served as a full mediator for all user experiences with OTT services. The more positively users perceive their experience with OTT services, the more satisfied they are with their use and the more likely they are to want to continue using it.	The study implied that organisations offering OTT services require a strategy to boost their satisfaction based on the user experience perceived by users.

### Conclusion and Limitations:

Despite the immense growth of OTT video services, very limited research is done in this domain. Through a systematic review of the literature based on 26 relevant papers, this study provides a comprehensive analysis in the field of OTT video services. It classifies the literature in terms of years, countries, theories and models used or variables identified, research methods, findings and implications or suggestions. It is implied that the future research on OTT should explore the perspective of service providers and regulatory bodies as well.

This study is subject to several limitations. It's likely that some articles were left out during the selecting stage. Another limitation was the choice to restrict our search to journal articles. However, since many conference papers and dissertations are not covered in this article, it may be difficult for us to identify all related papers. Also, the study only included the papers in the context of Asian countries. Particular attention should also be given to the need for more longitudinal based research.

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