

Analyzing the overarching trends and developments of OTT platforms: A Bibliometric analysis

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ABSTRACT

This study aims to examine the overall trends and development of the OTT Platforms that have emerged as the most accessed platforms for entertainment, leaving behind the television industry. OTT platforms have increasingly become a favorable source of entertainment. A total of 343 articles were retrieved from the Scopus database from 2008 to 2024, and then reduced to 272 documents (articles), after limiting to some keywords; a total of 270 articles were reviewed. A method for bibliometric analysis that employs cluster analysis and scientific mapping, utilizing the bibliographic coupling of documents. The study underscores the growth of Over-the-top platform services during the COVID-19 pandemic. With the help of bibliographic coupling, seven different clusters have been made and identified as **Cluster 1 Transformative Impact of Streaming Media, Cluster 2 Evolution of Media Consumption, Cluster 3 User-Centric Revenue Models in the Entertainment Industry, Cluster 4 Media Investment and Streaming Dynamics, Cluster 5 Transformation in Television and Media Culture in the Digital Age, Cluster 6 Evolving Video Consumption and Delivery Models, Cluster 7 Impact of OTT Services on Telecom Industry**. The research identified several elements that enhance the appeal of OTT platforms, including ease of access, cost-effectiveness, the ability to binge-watch, quality of service, personalization, and targeted offerings. This study adds to the current body of knowledge by examining new trends, developments, and areas that require further research.

Keywords: OTT, Binge-watching, Subscription video on demand, Cord-cutting, Bibliometric analysis, Technological advancement.

INTRODUCTION

During COVID-19 pandemic, OTT (over-the-top) platforms have experienced rapid growth, gaining a unique advantage over television- providing the users an “on-demand” content access(Choi & Lee, 2024). The OTT market has been working mainly on the two business models i.e., subscription video on demand (SVOD) and advertisement video on demand (TVOD). However, according to the report published by Statista, the subscription video on demand (SVOD) have shown remarkable growth in the recent years(Y. Sharma & Sijariya, 2024). Subscription video on demand has gained the revenue of USD 2.02 billion dollar in 2024 and is expected to grow at US\$ 3.22 billion dollar which is the highest revenue generation from other business models(Statista Market Insights, 2024). The growing demand of Over-the-top platforms has significantly changed the entertainment consumption pattern of users. The accessibility and affordability features of the OTT platform make it unique from the traditional television(Kumar, 2023). As the Over-The-Top platform is becoming popular, it is important to critically assess the trends and development, various dynamics, its importance, and the competing advantage that the OTT platform has over traditional television. The existing literature talks about diverse fields of OTT platforms, but no comprehensive literature review is found on the overall trends and development of OTT platforms so far; this makes it a significant topic for bibliometric analysis.

With the advancement in technology, increases in incomes and leisure and recreation time availability have made Entertainment an industry(Naik Vipinchandra, 2021). Audio and video entertainment content have traditionally

been consumed through media such as Cinema and TV. OTT (over-the-top) services, which provide consumers with direct streaming services of content, have been increasingly popular around the globe (Choudhary et al., 2023). OTT platform provides content which is accessible, targeted & personalised to every user, for every age group, and also provides the content in the regional languages of the users that are spread around the world.

Although OTT platforms provide many benefits as compared to traditional TV, including convenience, cost savings, binge-watching, and customization (Erdogan, 2020; Schuh, 2019; Y. Sharma & Sijariya, 2024). The lockdown significantly boosted the viewership of OTT platforms, with individuals working from home turning to these services more often than traditional media. (Madnani et al., 2020) and the satisfied customer can relate to the space provided to watch with family, time to use OTT platforms, the quality of content, and preferences of OTT platforms over Television.

A summary of past reviews is given in Table 1. These studies show the different aspects researched of the OTT platform. The existing literature lacks a synthesised study showing the overall trends and developments of OTT platforms. However, a comprehensive overview of the growth of the overall aspect of OTT platform services are missing in the literature. Consequently, presenting the main trends and advancements can offer a summary of OTT platforms.

Table 1: Summary of Existing Literature on OTT platforms Dynamic area

S.NO	AUTHOR	TITLE	FINDINGS
1	(Dasgupta & Grover, 2019)	Understanding Adoption Factors of Over-The-Top Video Services Among Millennial Consumers	There is a significant shift in media consumption patterns, representing challenges as well as opportunities in the OTT marketplace.
2	(Katz et al., 2024)	The role of Video on Demand in stimulating broadband adoption.	With broadband adoption and high-speed plans, consumer surplus increases by 48% due to the VOD services. This impact fades in a saturated market but is important in the digital economy.
3	(Nijhawan & Dahiya, 2020)	Role of Covid as a Catalyst in Increasing Adoption of Otts in India: A Study of Evolving Consumer Consumption Patterns and Future Business Scope	An increase in screen time is reported by 87% of the respondents after COVID-19 due to OTT content and fewer entertainment options. It is found that 75% prefer OTT, Netflix, and YouTube being the top OTT platforms.
4	(Polisetty et al., 2023)	Streaming towards innovation: Understanding consumer adoption of OTT services through IRT and TAM	OTT adoptions in India is basically hindered by the value and technology but during covid-19 there is a change in habits and acceptance of platform due to effective marketing. Monthly subscription shifts to Annual.
5	(Jaiswal & Singh, 2022)	OTT Services and Intention to Continuous Subscription: A Moderated-Moderated Mediation Analysis	Subscription intention with search experience as a mediator effects OTT services. Convenience, ease of use, and content variety, are major drivers for

			continues subscription while screen time and device use as moderators.
6	(M. S. Kim et al., 2016)	Willingness to pay for over-the-top services in China and Korea.	Findings show that OTT services attributes influencing willingness to pay vary by country. Consumers of China value resolution most, while recommendation system is prioritized in Korea.
7	(Nagarjun et al., 2023)	Consumer Perception of Young Population Towards OTT Platform and Its Impact on Subscription Intention- India	Customizable and convenient entertainment options are provided by the disruptive technologies of OTT platforms making a shift towards customer-centric era.
8	(Steiner & Xu, 2020)	Binge-watching motivates change: Uses and gratifications of streaming video viewers challenge traditional TV research.	Relaxation and cultural inclusion motivates Binge-watching. It enhances compulsive engagement.
9	(Vaterlaus et al., 2019)	College student television binge-watching: Conceptualization, gratifications, and perceived consequences	For relaxation, stress relief, and social engagement, college students binge-watch, but sometimes this habit may cause sleep disruption and procrastination. This may lead to isolation and mental health concerns.
10	(R. R. Sharma & Mishra, 2023)	Investigating OTT Subscription Intention Antecedents: A Review of Online Entertainment Motivations	Factors like content quality and ease of use, and barriers such as piracy influence OTT platform subscription. There is a need of personalized content to improve satisfaction.
11	(Bisoyi et al., 2024)	Role of E-Business Driven OTT Platforms in Influencing Consumer's Intention to Cut the Cable Cord	Perceived advantages, value, compatibility, and substutability are key factors that motivates consumers to OTT platforms from cable tv. Cord-cutting is caused by technological advancement and personalization. Findings show that traditional TV service providers needs to innovate to beat these technological advancements.
12	(Jung & Melguizo, 2023)	Is your Netflix a substitute for your telefunken? Evidence on the dynamics of traditional pay TV and OTT in Latin America	Latin Americans have partially replaced traditional Pay TV and OTT services with each other due to improved broadband access and the diverse content of OTT platforms.

Source(s): Authors' Own creation

The research reveals that factors such as personalization, binge-watching, pricing strategies, service quality, the ability to access content anytime and anywhere, technological progress, and business models like SVOD and

AVOD are essential for the success of OTT platforms, surpassing traditional television. The study offers a summary of current research, highlights existing gaps, and discusses emerging trends and developments that can lead to new insights.

Based on the existing literature and the identified research gap, this study aims to conduct a bibliometric analysis. To fulfill the objectives of this research, the study puts forward the following research questions:

1. What is the publication trend, authorship pattern, indexing methods, and citation pattern of OTT platforms?
2. What are the gaps in the existing literature in the field of OTT platforms?
3. How the network's collaboration is explored through keywords and coupling through bibliometric analysis, and future research direction in the field of OTT platforms?

The study starts with the collection and analysis of the article, which provides detailed metadata on the topic by conducting an in-depth bibliometric analysis. The document consists of five parts. The second section emphasizes the literature review, whereas the third section details the research methodology, specifying the criteria used for article screening and selection. In section four, the findings and analysis of the bibliometric study are discussed. Finally, section five provides the conclusion.

REVIEW OF LITERATURE

Overview of OTT Platform

An Over-the-top (OTT) platform is an application or service that provides entertainment, information, games, music, and many more over the internet, bypassing the traditional television or distribution channel (Daniel Varun Paul, 2020). The advent of high-speed internet and intelligent devices has changed the way content is accessed and has played a major role in the swift growth of OTT services (M. S. Kim et al., 2016). The emergence of the internet and wireless technologies has greatly influenced the media industry. With the swift evolution of digital technology, there has been a worldwide shift towards consuming media on digital devices (Periaiya & Nandukrishna, 2023). With the advent of OTT platforms, traditional media consumption has been reduced because everyone is shifting from cable cords to wireless and liking the convenience of watching their favorite shows at any time and anywhere, which is not possible with cable TV or DTH connections.

Due to the impact of the COVID-19 pandemic, OTT services have become increasingly significant compared to traditional media, leading to a growing interest in the OTT sector (Choi & Lee, 2024). OTT platform provides users the flexibility to watch video content anywhere & anytime, especially during COVID-19. This platform provides a comfortable and luxurious lifestyle, and users easily adapt to it and users considering it a primary source of entertainment (Samraj & Menaka.N, 2023). The growth of the OTT platform has modified the way the content is created and consumed. As a result, the rise of OTT technology brought about significant changes in the way media is consumed in India. Recommendations have been provided to the users, which act as a key element to reach the users. OTT platforms use recommendation systems, which makes it a unique feature from traditional TV and is vital to respond with quality and intact content to the changing needs of viewers.

Binge-watch

Binge-watching is an emerging trend in media consumption behaviour that blends cultural and technological aspects. Binge-watching is changing the way how viewers understand and interact with television and online streaming (Steiner & Xu, 2020). Watching 10-15 episodes in one sitting with no breaks and without any feeling of guilt associated with it of time wastage. "Binge-watching can lead to a sedentary lifestyle and create problems in personal relationships, causing people to procrastinate important things in their work life, reduce sleep time, and many more (Srinivasan et al., 2021)".

Television binge-watching has emerged as a modern media trend due to the convergence of technology. For the youth of the 21st century, binge-watching is characterized by essential elements such as the quality of time spent,

continuous viewing, and the total number of episodes watched in one sitting. (Vaterlaus et al., 2019). Newer developments in technology permit viewers to manage or schedule their time for entertainment (Jenner, 2014). Binge-watching opens the door to watching several episodes of a series in one sitting, rather than waiting for the show to broadcast on television.

The rise in viewership and global expansion has created opportunities in the OTT market for domestic platforms like Hotstar and Jio Cinema, as well as international players like Netflix and Amazon Prime, who have steadily expanded their presence in the market. This significant demand for online content has introduced the idea of 'binge-watching' in India, as these platforms offer on-demand access at any time (Panda et al., 2021).

Subscription and Subscription Intention

The rise of subscription services on online streaming platforms and various other online subscription models, particularly in sectors like OTT video streaming and digital media, has resulted in a significant surge (Y. Kim & Kim, 2020). Perceived benefits, convenience, innovation, subscription services, and other risk factors affect the subscription and subscription intention of OTT platforms.

Studies identified that “content superiority, system quality and service differentiation had a positive impact on perceived value by the viewers”, which in the end, impacts their decisions to subscribe an OTT platform services (R. R. Sharma & Mishra, 2023). Jaiswal & Singh, (2022) examined how OTT services affect the likelihood of continuing a subscription and also recognized the role of search experience as a mediator in the relationship between Over-the-top services and subscription intentions.

(Sinha et al., 2024a) In his study, he identified factors such as convenient navigation, information seeking, binge-watching, relaxation, and the influence of voyeurism on the motivations and decisions of millennials regarding their subscriptions to OTT platforms, indicating that the demographic characteristics of users play a role in their intention to subscribe to these services. Confidence in mobile payment systems and the quality of content are key factors influencing the desire to keep subscribing to OTT platforms, with user satisfaction and inertia acting as mediators in this relationship (Yedijaokto Sulaiman & Utami Tjhin, 2023).

Nagaraj et al., (2021) explored fourteen reasons to subscribe, like Access at any time without ads, features for technology lovers, recommendations from peers, engaging functionalities, individual viewing habits, high-definition video quality, and limitless internet availability. Complete access to devices at any time, exclusive content, local material, worldwide offerings, and a low subscription cost. There are numerous reasons to avoid subscribing to OTT platforms, including high expenses, limitations on shared viewing, insufficient local content, technology issues, lack of interest in entertainment, not being cost-effective, time limitations, potential for addiction, reliance on cable connections, internet issues, and poor connectivity. Nonetheless, five key factors—content, convenience, features, price, and quality were identified.

Video-on-demand (AVOD)

Video on demand (VOD) allows viewers to watch the content at their own convenience and at their own pace. Content can be paused, rewind, skipped, and downloaded. Video on demand can be accessed via internet-connected devices and set-top boxes (Yedijaokto Sulaiman & Utami Tjhin, 2023). Video on demand (VOD) encompasses various categories, including Advertisement Video on Demand (AVOD), Subscription Video on Demand (SVOD), and Transactional Video on Demand (TVOD), commonly known as pay-per-view. VOD also plays a significant role in promoting the use of broadband services. A study conducted by Katz et al. (2024) has highlighted that digital content, such as applications and internet platforms, stimulated the adoption of broadband. The streaming video on demand (SVOD) platform consumption and genre can be predicted by consumer demographics, lifestyle, and personalities (Palomba, 2021). AVOD is a free service that allows viewers to access video content in return for watching advertisements (Furini, 2023). The Advertisement Video on demand (AVOD) model is threatened by the increasing trend of viewers actively avoiding commercials.

Cord-Cutting

As the internet continues to expand and the diverse content provided by OTT services is available at affordable prices, the trends of cord-cutting and cord-shaving have emerged (Jung & Melguizo, 2023). The cord-cutting refers to the pattern of viewers cancelling television subscriptions to multichannel services available in the form of OTT platforms or satellites. There are so many factors that induce users to cut traditional TV cable and continue intention to use OTT platforms, such as perceived innovativeness, perceived usefulness, perceived ease of use, and perceived cost (Kurniawan et al., 2024).

Cord-cutting is a result of users' stickiness with the OTT platform or the online streaming platforms, which provide more features, convenience, consumer experience, content differentiation, consumer sense-making, engagement, viewing behaviour, expenses incurred on services, offerings, and incentives, and telecom (Kour & Chhabria, 2022; Nagaraj et al., 2021; Sadana & Sharma, 2020). "Recommendation systems, resolution, and viewing options are important attributes of OTT services that influence the willingness to pay (M. S. Kim et al., 2016)."

RESEARCH METHODOLOGY

Bibliometric analysis is crucial as it provides a categorized perspective on the documents published within a specific research field, utilizing objective criteria for the evaluation and classification of publications (Dang et al., 2024). The analysis has various approaches, including textual analysis, author co-citation, document co-citation, keyword analysis, and citation analysis (Hou Jianhua, 2018; Narwaria et al., 2024).

Software tools like the Biblioshiny web interface using R programming and VOSviewer can enhance the graphical presentation of data. The bibliometrics package in R programming is an open-source statistical tool that helps researchers perform science mapping (Aria et al., 2023; Dang et al., 2024). For the scientific mapping, a five-step technique is used for deciphering, locating, and visualizing the structure (Aria Massimo, 2017). In this study, the research followed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines, as recommended by Moher et al., (2009). It is a guideline that is used for systematically reporting reviews in a reliable, objective, and explicit manner. PRISMA guidelines suggested a four-phase review.

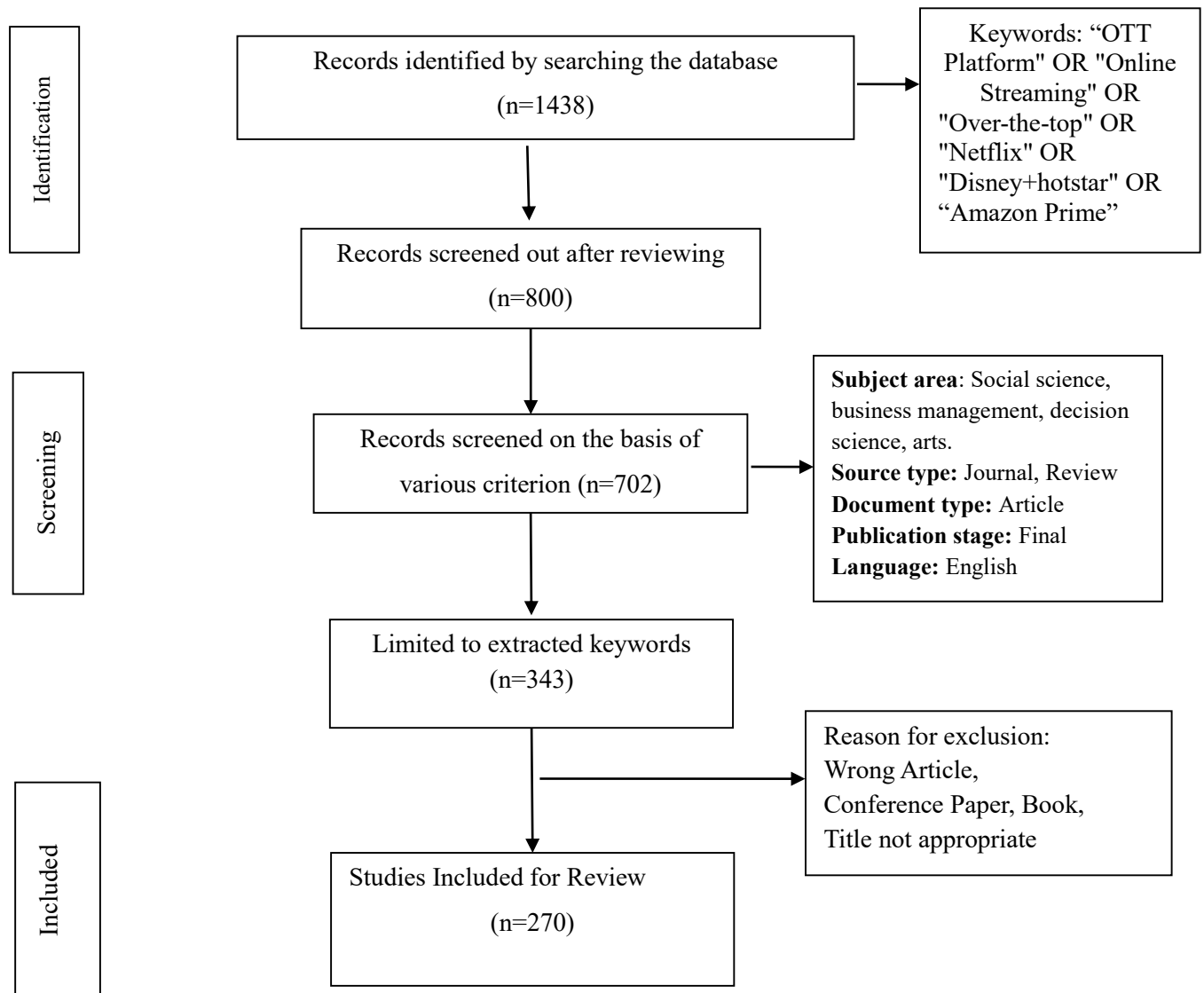
In the first stage, primary keywords like, "OTT Platform" OR "Online Streaming" OR "Over-the-top" OR "Netflix" OR "Disney+hotstar" OR "Amazon Prime" AND " Subscription" OR "subscription intention " OR " continuation AND intention " OR "cord-cutt".

The OTT platform is at the developing stage, so using generic keywords would be beneficial to get a wide range of documents. Using generic keywords will help in filtering out the relevant documents during the manual screening process. In this study, SCOPUS is used to gather information related to authors, citations, sources and other relevant information. In the fourth stage the visual representation of data is done using VOSviewer. In the last step, the results are discussed.

“Search String”: (ALL (("OTT Platform" OR "Online Streaming" OR "Over the top " OR "Netflix" OR "Disney+hotstar" OR "Amazon Prime" AND " Subscription" OR "subscription intention " OR " continuation AND intention " OR "cord cutt"))

This search string resulted in **1438** documents, which were further refined by document type, keywords and extracted keywords, publication year, publication stage, source type, subject area, source type, language, and lastly manual screening. By doing this difficult task the total documents remained **270**, that were finally considered for the analysis.

FIGURE 1. Bibliometrics Analysis Data Collection PRISMA Flow Chart.



Source(s): Authors' creation using PRISMA protocol (Moher et al., 2009)

Interpretation

The keywords like "OTT Platform" OR "Online Streaming" OR "Over-the top" OR "Netflix" OR "Disney+hotstar" OR "Amazon Prime" AND " Subscription" OR "subscription intention " OR " continuation AND intention " OR "cord-cutt" were given as input in the SCOPUS, which showed 1438 documents. Subsequently, filters were utilized to refine the search results. Next, the subject area is chosen as Social Science, Business Management, Arts and Humanities, and Decision Science to get the related field articles on the OTT platform. The Source type is selected as "Journal publications". The type of document for searching was "Article", categorized to get the pertinent findings. The stage of publication is set to "Final", so that only published articles that were reputable and credible journals are included. At the end, the language is selected as "English", assuring that the search results were displayed in a commonly understood language.

Keyword Trend Analysis

The keyword trend analysis is important in highlighting the main points of the ideas, concepts, problems, and publication trends. Extracted keywords were the keyword plus, which is 456 in total, and the authors' keywords are 1024, and these keywords are used to compile the top occurring keywords. "Video-on-demand" is the top

Figure 2 and Figure 3 shows the wordcloud of Keyword Plus and Authors' Keywords respectively.

Figure 3. Authors' Keyword Wordcloud



Source(s): Researchers' utilization of Biblioshiny.



Note(s) : shows the co-occurrence network of the keywords that occur with each other.

Source(s): Authors' work using Biblioshiny

Publication Trends

Academic studies on the topic of OTT platforms have been reviewed from the year 2008 to the year 2024, as shown in Table 3. A Total of 270 documents were reviewed that include only "Articles" from 145 sources, with an average publication year of 2.52 and an average of 13.49 citations per document.

The documents involve 529 authors, with a co-author per doc of 2.33. The analysis of documents found 456 Keywords plus and 1024 Authors' keywords which provides insights to the OTT platform.

The annual scientific production, showing that from the year 2008, the document publication has been increasing with a fluctuating rate till 2013, and after that, an increasing trend is shown for the publication of 64 in 2024 highlighted in figure 5. The leading publications that have reviewed OTT platforms in reducing order of number of papers published have been highlighted in the table 4. The results show that Television and New Media is the main source with 15 published papers.

Table 3.Description of Main information on OTT platforms

Description	RESULTS
Timeperiod	2008:2024
Sources	145
Articles	270
Yearly Growth Rate %	29.68
Article Average Age	2.52
citations per publication	13.49
Article OVERVIEW	
Keywords Plus (ID)	456
Author's Keywords (DE)	1024
AUTHORS	
Authors'	529
single-authored articles' author's	77
AUTHORS CO-creation	
Single-authored articles	87
Co-writers per Doc	2.33
International co-creations %	19.26
DOCUMENT TYPES	

articles	268
article article	2

Note(s): Shows the overall information collected from the document sources

Source(s): Authors' work using Bibioshiny

From the information gathered using Biblioshiny, recent publication trends indicate that there has been a notable increase in the number of publications in this field, which can be linked to the rising number of OTT platforms across various industries. Additionally, the trends in source publications indicate that the area of OTT platforms is in the phase of growth and development.

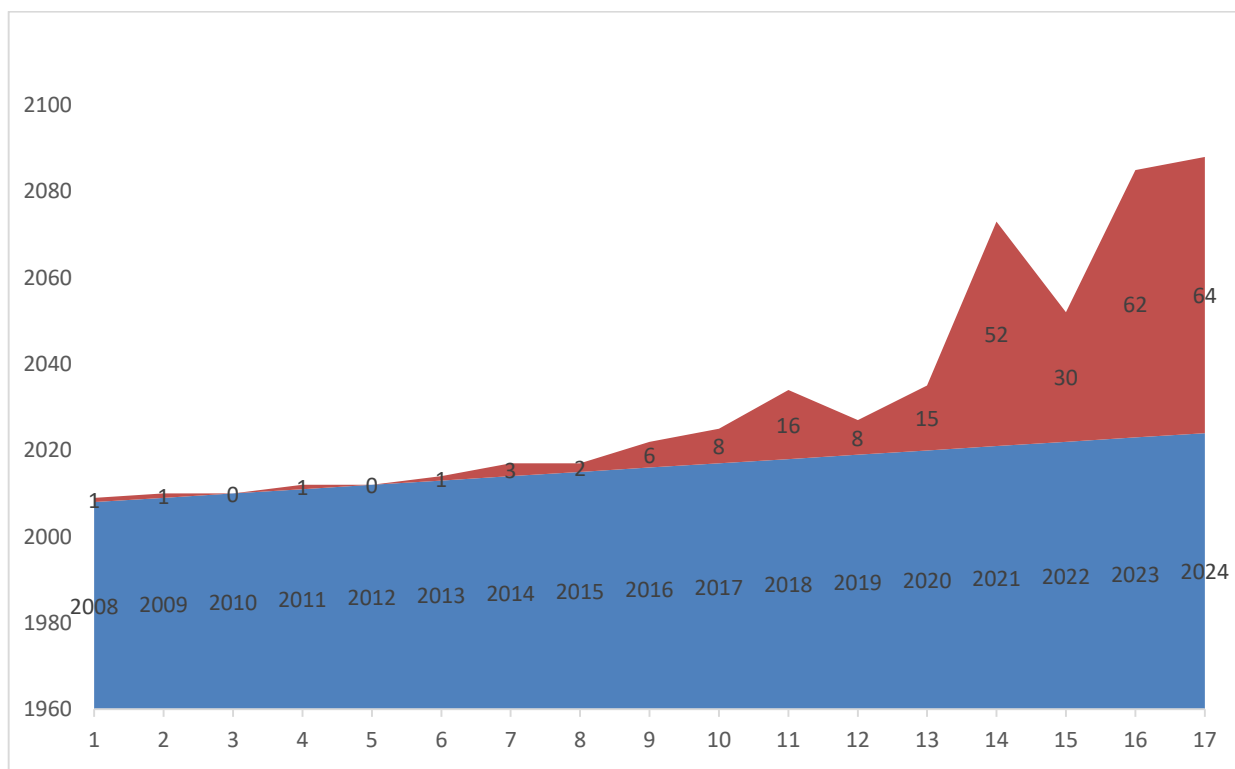


Figure 5. Graph of annual scientific production on OTT platforms

Table 4. Major sources of publishing on OTT platforms

Sources	Articles
Television and New Media	15
Telecommunications Policy	13
Convergence	12
Media, Culture And Society	12
International Journal of Communication	11
Journal of Digital Media And Policy	10

Media International Australia	8
Critical Studies in Television	7

Note(s): The leading publications that have reviewed OTT platforms in reducing the order of a number of papers published have been highlighted.

Source(s): Authors' work using Biblioshiny

Author and Institution Analysis

By doing the author's analysis, the most relevant, prolific, significant, and most cited author's distribution can be known. Table 5 shows the most cited authors with h_index and g_index. The most cited author in the area of OTT platforms is (Raats), with 6 h_index and 6 g_index and 162 total citations counts.

The process of examining the roles and impacts of research institutions, universities, and organizations is referred to as Institutional analysis. Table 6 shows that Queensland university of Technology, with 13 articles, and Rmit University, with 12 articles, have the most publications.

Table 5. Chief authors' publication on OTT platforms

S.No.	Author	h_index	g_index	Total Citation
1	Raats T	6	6	162
2	Wayne MI	6	6	238
3	Lotz Ad	5	5	160
4	Iordache C	4	4	95
5	Scarlata A	4	7	63
6	Cunningham S	3	3	40
7	Lobato R	3	6	175

Note(s): leading author with different indexes

Source(s): Researchers' utilization of Biblioshiny.

Table 6. Leading Organisations publishing on the OTT platform

S. No.	Affiliation	Articles
1	Queensland University of Technology	13
2	Rmit University	12
3	Carnegie Mellon University	6
4	Erasmus University Rotterdam	5
5	Korea University	5
6	Monash University	5

Note(s): Queensland university of technology is the leading institution on OTT platforms.

Source(s): Authors' work using Biblioshiny

Citation analysis

Figure 6.: Most cited documents on OTT platforms

Note(s): (Jenner, 2016) the most globally cited document

Source(s): Authors' work using Biblioshiny

To study the frequency and patterns of citations in documents is known as citation analysis. The figure 6 illustrates the articles that received the highest number of global citations. (Jenner, 2016), New Media And Society have the most citations with 196; (Lobato, 2018), Television and New Media with 128 citation count and (Kopalle, 2020), Journal of the Academy of Marketing Science 3rd most citations with 122 counts.

OVERVIEW OF METHODOLOGY

To give the overview of the research methodology aims to reveal the methodology applied in the area of OTT platforms. In this section we are analysing the research methodology that is used by the most of the studies.

This bibliometric study took 270 documents, and among these documents, most of the studies used the qualitative research methodology; after that, some studies used the qualitative methodology, and a small number of the studies used the mixed approach.

It can be assumed that while some studies focused on the theoretical framework, others are more inclined to the application of exploratory or cultural analysis techniques in their studies.

The Research Methodology applied by the researchers, has been shown in Table 7. This table identifies the Qualitative, Quantitative, and Mixed research method approaches.

Case study	Thematic analysis	Some other qualitative methodology
(Lobato, Douglas, et al., 2024)	(Periaiya & Nandukrishna, 2023)	(Wayne & Uribe Sandoval, 2023a)
(Meimaridis et al., 2024)	(Meimaridis et al., 2024)	(Balanategui & Lynch, 2023)
(Meir, 2024)	(Nam et al., 2023)	(Vettoreto & Moore, 2023)
(Gandhi, Hasti, & Sharma, 2024b)	(Chanda & Islam, 2024)	(Boisvert, 2024)
(Cascajosa-Virino, 2023)	(Monaghan, 2024)	(Idiz, 2024)
(Sharma & Lulandala, 2023)		(Tse, 2024)
(Edgerton, 2023)		(Asmar et al., 2023)
		(Frid et al., 2024)
		(A. Sharma et al., 2023)
		(Echauri, 2023)

Quantitative	Some Other quantitative methodology	
Econometrics (Jung & Melguizo, 2023)	(Tran et al., 2024)	
Exploratory (Edgerton, 2023)	(C. Chen et al., 2024)	
Cultural analysis (Johnson & Dempsey, 2024)	(Periaiya & Nandukrishna, 2023)	
Survry, Advanced statistical analysis (J. Lee et al., 2024)	(Evens et al., 2024a)	
Panel data analysis (Park & Kwon, 2023)	(Valecha & Kher Jaggi, 2023)	
Structured surveys (Sabat & Bhattacharyya, 2024)	(B. Wu et al., 2024)	
U&G theory (Syafira & Dharmmesta, 2024), (Sinha et al., 2024b)	(Liu & Wang, 2024)	
	(Bengesser, 2024)	
		(Potter et al., 2024a)
		(George et al., 2023)

TABLE 7.1

Note(s): Qualitative methodology that is used in the collected document

Source(s): Authors own work from literature review

TABLE 7.2

Note(s): Quantitative methodology that is used in the collected document.

Source(s): Authors own work from literature review

Mixed approach	Analytical modeling
(Hidalgo-Marí & García-Escrivá, 2024)	(C.-H. Wu & Chiu, 2023)
(Ferreira, 2023)	(L. Chen, 2023)
(Basu & Swaminathan, 2023)	(Fang et al., 2023)
empirical, interface analysis (Lobato, Scarlata, et al., 2024)	Grounded theory and expert judgment (Gandhi et al., 2024)
uses and gratification theory (Sinha et al., 2024b)	Theoretical modelling (Seifert et al., 2024a), (Fang et al., 2023)
(Scarlata, 2023a)	mathematical modelling (L. Chen, 2023), (Mai & Hu, 2023)
(Pekpazar et al., 2023)	means-end chain theory (A. Sharma et al., 2023)
(Gupta et al., 2023)	game theory (C.-H. Wu & Chiu, 2023)
quantitative- Covariance based SEM, qualitative- content analysis (Samudro et al., 2024)	PLS-SEM (Periaiya & Nandukrishna, 2023)
Descriptive statistical analysis	Regression analysis
(Edmond et al., 2024)	(Tran et al., 2024)
(Yaqoub et al., 2024)	(Evens et al., 2024a)
(Sinha et al., 2024b)	
(Edgerton, 2023)	
(McKenzie et al., 2023)	
Content analysis	
(Wayne & Uribe Sandoval, 2023a)	

(Boisvert, 2024)	
(Meimaridis et al., 2024)	
(Samudro et al., 2024)	
(Monaghan, 2024)	

TABLE 7.3

Source(s): Authors own work from literature review

Clustering on the Basis of Bibliographic Coupling

The connections among the articles, based on the references they have in common, form various clusters that can be visually represented through scientific mapping (Y. Sharma & Sijariya, 2024). Different categories can be identified, which may benefit the reader. Bibliographic coupling on the basis of authors has been used for the connection of shared references listed in this research, showing which authors are researching similar topics by using the same keywords in their own work, while they have not directly co-authored the papers together.

In this study, a total of seven clusters have been recognized through bibliographic coupling, as shown in Figure 6, a network diagram. The visualization of scientific maps differentiates the clusters in different colors like Red, Green, Blue, Yellow, Purple, Black, and Orange. The various colors indicate the connections between the clusters, illustrating the correlation among them, while the size of each cluster reflects the number of co-citation occurrences. The terminology for each cluster is known as cluster labelling, which is derived by reading the documents for each cluster individually. These seven clusters consist of different numbers of items in it. Like in cluster 1 there 19 items, cluster 2 has 11 items, 9 items in cluster 3, 5 in cluster 4, cluster 5 has 5 items, 3 items in the cluster 6 and 2 items in cluster 7. Each cluster addresses different dynamics of the complex relationship of Technology, Consumer behaviour, and Media landscape, but they all are internally connected to represent the shift caused by OTT services and Technological advancements. The minimum document threshold has been set to 2 for each author, resulting in a total of 54 items overall.

Cluster 1 Transformative Impact of Streaming Media (Red)

With nineteen studies, cluster 1 is the largest cluster. The studies of this cluster give a comprehensive view of the challenges, cultural implications, and transformations caused by the increase in streaming media emphasizing streaming media services, technological affordance, subscription business models, regional adaptation, viewer behavior, streaming vs. television, and genre-specific SVODs (Gillian Doyle, 2023; Potter et al., 2024b; Terje Colbjørnsen, 2020; Terje Colbjørnsen et al., 2022). A study conducted by Wayne, 2018b, explores how Netflix and Amazon approach branding in relation to SVOD services and finds that there are broader shifts in TV brands as these companies give a new look to the streaming era. Another article by Wayne & Uribe Sandoval, 2023b explored how Netflix changed the meaning of “streaming success” by motivating global engagement with the two Netflix original series. The production quality, authenticity, and universality, along with maintaining the data secrecy, these approaches alter traditional TV strategies to the streaming era. Technological affordances like personalization, targeting, recommendation, interactivity, and user control change the consumption pattern of people and satisfy their social and psychological needs(Evens et al., 2024b). These studies collectively show how the streaming OTT platforms have changed the media consumption landscape by addressing the challenges, and transforming technology and culture. It is important to address these challenges for the continued evolving streaming OTT platforms in a competitive television media landscape.

Cluster 2 Evolution of Media Consumption (Green)

Consists of eleven items and talks about the “Shift to OTT platforms,” “Preferences of youth,” and “Their engagement patterns on OTT platforms.” The impact of the COVID-19 pandemic on cinema and OTT platforms,

a study conducted in China (Yaqoub et al., 2024b) highlights the drastic shift in consumer behavior towards OTT platforms that leave behind the traditional cinema due to many factors like “convenience, affordability, and during a pandemic, to go out for cinema. The preferences of millennials in India for Over-Top-Platforms services are due to factors like a wide range of content, subscription fees, and original content (Koul et al., 2021). Continuous usage intention of OTT platforms depends on some factors that influence the users’ engagement with OTT platforms, emphasizing Cognitive Absorption and perceived usefulness(Periaiya & Nandukrishna, 2023). In a study of 50 countries, the rise of OTT platforms is benefiting the market for Netflix, while adversely affecting traditional television. Innovation, competition, and infrastructure foster the platform's competition growth, particularly in subscription video on-demand (S. Lee et al., 2021). Giving importance to this transition from traditional TV to new-era streaming platforms for a better understanding of consumer preferences is crucial for the further growth of OTT platforms.

Cluster 3 User-Centric Revenue Models in the Entertainment Industry (Blue)

A user-centric model promotes diversity in the entertainment industry by redefining the boundaries of revenue from mainstream to genre-specific. This transition to a user-centric business model can create a diverse streaming and music industry and has been identified in Cluster 3, which has nine items in it. In-consumption information cues (ICICs) increase video-on-demand (VOD) and viewership of live streaming, also lengthening the live broadcast engagement. Despite the video-on-demand has increased production, the structure of live streaming remains unchanged(Jaeung Sim et al., 2024). A study on Spotify, a music streaming OTT platform, shows that during the COVID-19 pandemic, music streaming consumption has decreased as compared to digital media consumption. This decreased rate has been linked to reduced mobility and showed an eased restriction to rebound streaming demand(Ryu & Cho, 2022; Sim et al., 2022). Meyn et al. (2023) examine the impact of the pro-rata model on a user-centric model that is the consequence of remuneration models in examining the impact of the pro-rata model on a user-centric model that is the consequence of remuneration models in the music streaming industry. This shift has reallocated the revenue from mainstream to genres, impacts the music artists of niche and local, fostering a more diverse music scene, but creates transparency and fairness in revenue allocation, and also

the different revenue model affects the content consumption pattern. The changing music streaming subscription influences live streaming and spending, also increasing the willingness to pay for live concerts; subscription video on demand disrupts traditional and illegal film and TV consumption, and it has substitution effects. Consumer segmentation reveals piracy behavior; SVOD provides significant utility and impacts the willingness to pay for alternate entertainment options (Jordi McKenzie et al., 2019; Seifert et al., 2024b).

Cluster 4 Media Investment and Streaming Dynamics (Yellow)

Investment strategies, public service media responses, local content production, and the transformative impact of streaming platforms have been talked about. (Afilipoaie et al., 2021; Iordache et al., 2022) analyze the investment in the European original series on Netflix (2012-2020), highlighting transactional collaborations, four investment patterns, market dynamics, and the shift toward a high budget. Streaming services like Netflix, are increasing due to public service media (PSM). Common strategies like differentiation, platform diversification, and production collaboration and explained the contextual factors differences in responses among the Public service media(D’Arma et al., 2021). D’Arma, (2021) examined the impact of internet distribution on television, focusing on the increasing complexities of content and the challenges faced by the broadcasters. Streaming markets in Belgium is small and can foster local SVOD services, and with the global streaming giants pose significant challenges(Raats & Evens, 2021).

Cluster 5 Transformation in Television and Media Culture in the Digital Age (Purple)

Cluster 5 highlights how Subscription-Video-On-Demand services are changing the boundaries of television, culture, and television media policy in a rapidly connecting digital era. Subscription video on demand like Netflix changing the local screen culture, maintaining global reach through production and policy shifts. These productions highlight traditional broadcasting norms while challenges in regulations and international screen culture is also increasing (Alexa Scarlata et al., 2021, 2022; Ramon Lobato et al., 2023; Stuart Cunningham &

Alexa Scarlata, 2020). Lobato, Scarlata, et al. (2024b) examines video-on-demand services, highlighting methods for analyzing catalogs examine video-on-demand services, highlighting methods for analyzing catalogs and interfaces. The study reveals the challenges of accessing and interpreting VOD data, providing insights into issues like audiovisual diversity and variations in recommendation systems. Personalized services of Netflix have been the focal point of their brand and business propositions by the 2020 addition of a national top 10 feature (Scarlata, 2023b).

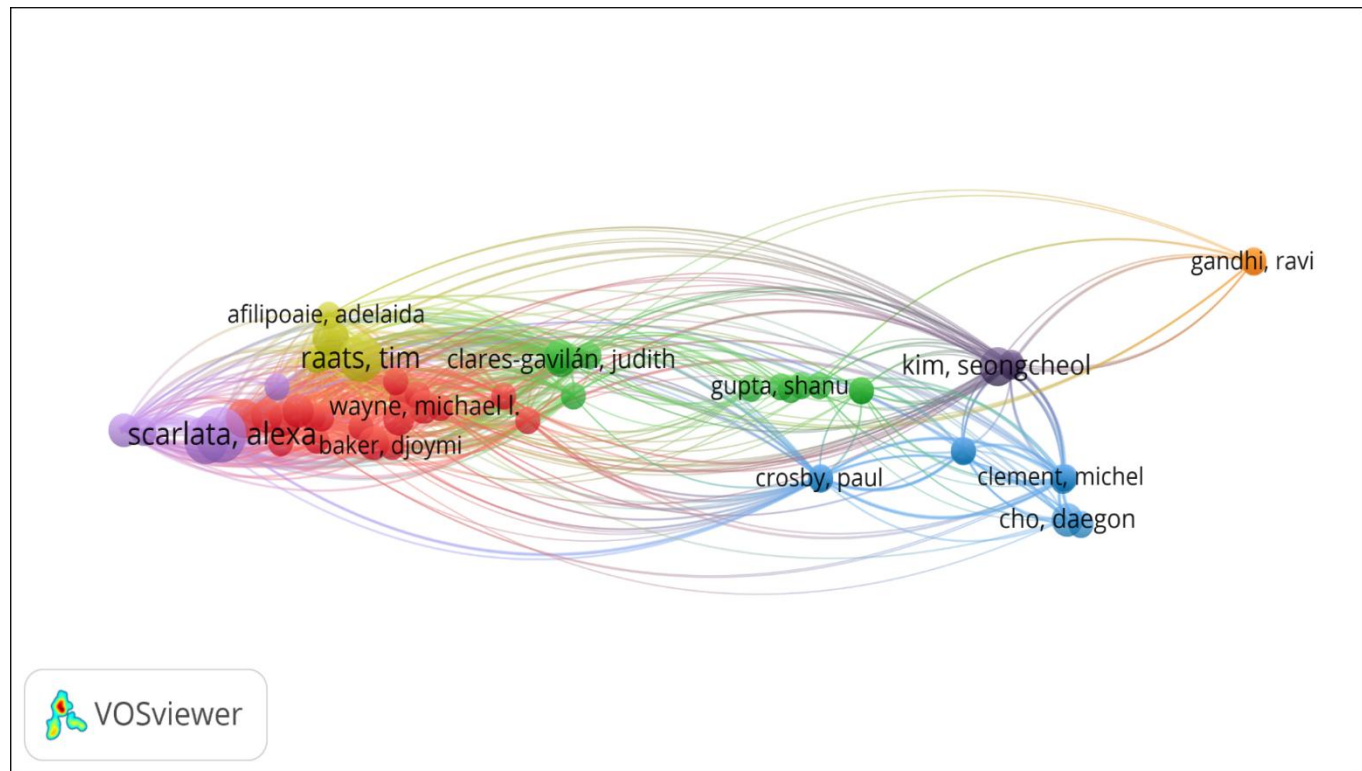


FIGURE 7: Bibliographic coupling using VOSviewer

Note(s): Authors collaborations with other authors

Source(s): Authors' compilation using VoSviewer

Cluster 6 Evolving Video Consumption and Delivery Models (Black)

Cluster 6 has three items in it. Like other users are somewhere talking about reshaping the entertainment industry, this section also studies the IPTV and OTT services changing the dynamics of the video market. The changing landscape is because these platforms offer differentiated content, like kids' content on OTT platforms, which are personalized to the needs of kids, focussing on safety, children's education, and family time fun. (Baek et al., 2024; C. Jang & Kim, 2024; M. Jang et al., 2021; M. S. Kim et al., 2016) studies reveal that factors like recommendation system, resolution, and viewing patterns influence the users to willingly pay for the OTT platforms.

Cluster 7 Impact of OTT Services on Telecom Industry (Orange)

Cluster 7 consists of two items and highlights how data services of telecom networks has changed the India's telecom industry, and that change has been in favour of the OTT platforms services. The technological evolution, 4G network spectrum, rules and regulations and competition drives this disassociation of communication services(Gandhi, Hasti, & Sagar, 2024). The disruption of traditional revenue models of telecom service providers is because of the OTT players that adapt to new technologies and this technological upgradation makes the survival of traditional player difficult (Gandhi, Hasti, & Sharma, 2024a).

4.7 Gaps identified

Table 8: Gaps identified from the literature review

Clusters	Gaps identified from the literature
Cluster 1 Transformative Impact of Streaming Media	In this cluster, there exist some research gap identified from the literature. • The study lacks in analysing the cultural differences that influence the streaming platform services comparatively of different regions. • Most studies do not undertake the longitudinal viewer's behaviors and only focus on current behaviors. • On one side, technological affordance is discussed, but on the other side, the risk associated with this is not taken into consideration.
Cluster 2 Evolution of Media Consumption	Gaps identified from this cluster are • Consumers behaviour of increasing preferences from traditional TV to streaming has been less studied. • The impact of increasing competition on the subscription intention and the subscribers retention on a platform is lack in research. • The OTT content production needed much attention on their content ethics. • The demographic factors of the users influences their content choice and how these choices are made and change needs attention.
Cluster 3 User-Centric Revenue Models in the Entertainment Industry	These gaps are the focused areas that need further research in the streaming industry. • The long-term effect of streaming on the changing behavior of users is a lacking in studies. • The cross-platform effects on different streaming platforms of the users spending money on subscriptions is an underexplored area.
Cluster 4 Media Investment and Streaming Dynamics	• Lack of study, how the local OTT services are impacting the global service providers, impacting the viewer's preferences, content diversity, and global giants' competitors.

	• Study on the investment patterns on OTT platforms are less as compared to Netflix. And also the investment shifts towards high budget content affect audience and the content quality. • The challenges faced by the broadcasters.
Cluster 5 Transformation in Television and Media Culture in the Digital Age	• There exist a lot of studies that are talking about Netflix that is now a leading OTT platform but limited research has been done on the other platforms like Amazon Prime, Disney+Hotstar, VOOT and many other OTT platforms. • Lack of study on changes in audience behaviour and preferences over time.
Cluster 6 Evolving Video Consumption and Delivery Models	• From the cluster 6 of evolving video consumption and delivery models the research gap was identified as there is lack of integrated work on how the features of OTT platform features related to children, such as child safety, education oriented, and friendly personalisation's, interact with the technical adoption drivers, like recommendation system, resolution, viewing patterns; shaping the consumer willingness to pay for long term subscriptions. • Also how the concern for parental control moderates the impact on adoptions.
Cluster 7 Impact of OTT Services on Telecom Industry	• This cluster identified the research gap and states that there is lack of : • Mechanism level analysis, of how and to what extent the specific spectrum and regulatory policy have reshaped the Indian telecom industry in favour of OTT platform but which regulatory changes specifically are most important or how the different factors contributed to this change. • There is lack of focus on long-term response strategically and significantly. • And there is no association between communication services and its structural consequences is not explored systematically.

Source(s): Authors' compilations from literature review

DISCUSSION AND CONCLUSION

The study finds from the keyword analysis and trending topics that "Video-on-Demand" is the most prominent trending topic and also the most relevant word, followed by the giant OTT platform "Netflix", and Scarlata A being the most relevant author in the study. Television And New Media are the most pertinent sources, and Media, Culture, And Society contains the highest h-index of 9. In the year 2024, the number of studies related to television reached its highest in the number of publications, and the most globally cited document is (Jenner,

2016) published in *New Media and Society*. The analysis reveals that the USA and China, with a frequency of 6, have collaborated on the research work, and after China, the USA has collaborated with Australia for research. The study on OTT platforms has been categorized into 7 major thematic clusters on the basis of bibliographic coupling as: Cluster 1: transformative impact of streaming media, that focuses on the evolving streaming services, innovations on these platforms, SVOD services, affordable technology, and improving viewing experience of consumers; Cluster 2: Evolution of Media Consumption talks about the shifting media consumption patterns, preferences of the audience, and a shift from Cable cord to digital streaming; Cluster 3: User-Centric Revenue models in the entertainment industry, examines the different models of subscription, various pricing strategy, value creating consumers, different monetization strategies, and the sustainability of the platforms; Cluster 4 Media Investment and Streaming Dynamics: highlights the investment in variety of contents, competitive strategies, mergers, and acquisitions, expansion of markets, and performance of streaming services; Cluster 5: Transformation in Television and Media Culture in the Digital Age, examines the changing dynamics of television industry, culture of digital media, engagement of audience in the contents, and the influence of OTT services on the ecosystem of media; Cluster 6 Evolving Video Consumption and Delivery Models, that focuses on the innovations in video distribution, technological advancements, personalized delivery of content, convenience of users, and emerging viewing patterns; Cluster 7: Impact of OTT Services on Telecom Industry, examines the relationship between OTT platform services and the telecommunication industry, along with the internet infrastructure, consumption of data, demanding broadband services, and the telecom operators strategic responses. There are some critical factors that prove important for the success of OTT platforms, like technological affordance, subscription business models, cord-cutting behavior of the users, binge-watching, anywhere and anytime ease, personalized viewing, targeted content, affordability, and internet penetration. Based on the findings and gaps identified in the document, various future research directions can be proposed to explore further different aspects of OTT platforms. These aspects could be the cultural influences, viewer behavior over the time, subscription choices of the consumers, cross-platform spending and binge-watching trends of OTT platforms.

Managerial Implication

The growth of the OTT platform has been increasing as the technology increases, and due to a variety of reasons, the OTT platform services leave the Television and cinema industry in a tense situation. The rapidly changing technological development in the entertainment sector, especially, made it much more convenient for users to watch their favorite shows on the go with just a small subscription fee for the platforms. Also, this technological advancement has made the pieces of information easily available about the viewers, their choices and preferences in entertainment, assisting service providers in meeting the needs of their clients. In this study, there exist different clusters explaining different trends in the OTT platform that can be further used by the marketer to analyse the most touched and untouched areas. There also exists a need to conduct in-depth market research on streaming services, taking into consideration the cultural differences and the various demographic variables that influence the user's choice. By analyzing their customers, OTT service providers can tailor their content more effectively. Further, more attention is to be given to the content provided for the children, and special care must be taken while designing the kid's programs. Service providers should consider that this content should be not only for entertainment purposes but also for educational purposes.

Additionally, in this study, the gap identified should also be considered, and managers should take steps to analyze the challenges, retention, and behaviour of their platform users.

Limitations of the study

This study has used bibliometric analysis, which is a powerful tool for identifying the trends and development of OTT Platforms, but this tool has some drawbacks. The study used limited terms like "OTT Platform" OR "Online Streaming" OR "Over-the-top" OR "Netflix" OR "Disney+hotstar" OR "Amazon Prime, other terms with this could be used or can be specific research about a one platform or one phenomena of OTT platforms. Future research can be done taking the specific area of OTT platforms. Big data analysis in OTT platforms services can also be done further.

The database is only used “SCOPUS,” but other databases could also be used for further extending the research; the scope is also restricted to “ENGLISH”; only published documents have been considered; it can also be unpublished or in-process publications. Bibliographic coupling using VOSviewer can be on the basis of the document; this study has chosen “author” for clustering.

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