



DISRUPTIVE TECHNOLOGIES IN INDUSTRY. A CASE STUDY ON “WILL SET TOP BOX SURVIVE IN THE TIMES OF OTT”

Mr Sohil Nargundkar
Senior Assistant Professor
Alva MBA College, Moodabidre

ABSTRACT

During the last few years we have seen that set top companies are finding it very challenging to increase the subscriber base and get subscriptions as well, in fact some of the companies have started their apps through which they are trying to connect with their existing and prospective customers. The objective of this study is to look into the challenges faced by such companies, reasons that led such a situation by using the primary and secondary data and try to arrive at appropriate conclusion by analysing all the factors possible.

Key Words

Future, Challenges, Risks

Introduction

During the 1980's we used to see our television sets with the help of television antennas, whereby it had to be adjusted again and again to get the reception when it got disturbed. Suddenly in 1990's big dishes were seen on some of the people's house who were called the cable operators who would provide us cable tv, later during 2000 we saw small dishes provided by companies like TATA, Videocon, Dish TV- which made a revolutionary change in the way people started viewing television through set top boxes as they had now gone HD. (High Definition).Set top boxes had entered Indian Households in a big way.

The Catalyst

Within a span of five years during 2015 to 2020 – due to the changes that happened and the combination of these changes – and the speed with which it happened – today have changed how an individual views his programs. Let us take a peek at these changes-

- 1) Birth of OTT channels like Netflix and Amazon Prime around 2016 blew the minds of Indian consumers particularly the web series called the Money Heist on Netflix

started giving the Indian Consumers the feeling of missing out.

- 2) Broadband services which were provided by using fiber cable by companies like Jio and Airtel during 2018 – could now be directly connected to television sets.
- 3) Television sets had also got themselves transformed from fat boxes to now into slim sizes where internet could be directly connected through WIFI and came with built in apps.
- 4) Cell phones had also become smartphones with built in apps and with sudden fall in data charges the usage of internet also increased.

Result of “The Catalyst”

- 1) During this time the stakeholders (the channel producers- set top companies and the other parties) also saw that people were not getting their subscriptions renewed through set top boxes as these consumers had slowly moved towards viewing programs through apps installed on television sets or mobiles.



- 2) Consumer got chance to choose among various OTT channels as many players entered the ring looking at the success of Netflix and Amazon Prime and the consumer could not see these programs through his old set top box.
- 3) Jio and Airtel had even entered the tier two cities and started increasing their coverage by now providing set top box with built in OTT apps.
- 4) Certain players like Times Prime and OTT Play are now giving various OTT Channels by bundling them up which has again a created a new segment in itself.

time with the help of internet facility which makes them dependent on broad band providers who can provide internet at good speed- so that the programs do not lag inbetween and also the cost which the consumer pays can be within his affordable range, when compared with the alternatives available to him. The broadband providers have been able to enter till tier two cities of India, once they are able to enter the interior and rural areas of India –that time maybe set top companies might land themselves in trouble – until then they have time to really think as to how they can save themselves in the future days ahead as they are losing their customers rapidly at a very faster rate which is a matter of concern.

Conclusion

One of the major advantages faced by OTT players is that the programs can be watched any

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