

Will rise in the OTT platforms change the content making in mainstream Bollywood?

In the time of global pandemic a lot of things have seen growth, keeping aside the covid cases the other field which has seen immense rise are the ott platforms, the reason is that it gives us a complete package of entertainment in a safe premises of our home.

According to many recent there has seen 60 -80 percent growth in paid ott platforms in India, during the pandemic and due to which it has given space for many creative and fresh content. Many big releases this year choose to the ott platforms to launch their movies, but the question arises will the mainstream Bollywood movies do better at ott platforms?. As these platforms are providing opportunities to fresh new and creative contents will this affect the content making of the Bollywood movies?.

As people have absorbed a lot of great crafts like Scam 1992, Arya, special ops, patal lok and many more it is becoming more and more natural that everyone wants to shift to these kinds of engaging content. On the other hand, talking about bollywood releases on the ott platforms some have done quite well movies like lootcase, ludo Ak vs Ak but few movies like Laxmi bomb and Coolie no 1 has failed to rise to masses's expectation despite its multi star cast. It seems clear that audience is getting used to different types of craft and story.

The makers seem to have noticed this latest trend and are working on it. If you see the next upcoming movies which are all set to release on ott platforms such as Bhuj: The pride of India starring Ajay Devgan Durgavathi starring bhumi padnaker The girl on a train starring Parineeti Chopra seems to bring out new on the plate.

As per the recent studies ott platform might be a whole new alternative for the theaters and as per one other study in 4 5 years ott platform will emerge as the preferred platform among the consumers. The platforms like Netflix Amazon Disney plus Hotstar are providing the personalized experiences to the audience by their smart phone apps which can be accessed very easily and with easy availability of the internet connection the number of audience on ott platforms is surely not decreasing any time soon.

In my opinion the filmmakers have to align with the two formulas which make the new normal for the film industry.

1) To be keeping in touch with the new technology which allows the access to the movies in any possible gadgets like a smart phone laptop or I pad

2) And to create the content that audience is leaning towards to.

This will help the film industry to expand their markets up-to a large scale and will attract the new audiences.

But one more question arises will Bollywood provide this revived new content once the theaters are back in the business? Looking at the responses from the audience it seems Bollywood filmmakers will keep trying new projects as the audience will be adapted to see something fresh on the big screen once it starts full fledged and hope that we get to witness the remarkable change in film making of Bollywood.