

# How Digital Media DESTROYED Bollywood? | Business Model of Netflix / OTT |

The Rise of OTT Platforms

The Rise of OTT Platforms in India

Business Model of OTT Platforms

Business Model of OTT Platforms

Evolution of Indian Television Industry

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Netflix: A Pioneer in OTT Platforms

Impact of OTT on the Film Industry

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Impact of OTT Platforms on Indian Film Industry

The Future of OTT Platforms in India

Future of OTT Platforms in India

Challenges Faced by the Film Industry

Sure, I'd be happy to help! The rise of OTT (over-the-top) platforms in India has been a significant trend in the media and entertainment industry. Here's a summary of the chapter on this topic, including examples and quotes from the video:

## **The Rise of OTT Platforms in India**

In recent years, India has seen a surge in the popularity of OTT platforms, which allow users to stream video content over the internet. These platforms have disrupted traditional forms of media consumption, such as cable and satellite TV, and have provided consumers with a greater variety of content to choose from.