

**To study the trend of Netflix as a new wave of video streaming among Youth****Asha Sharma**

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**Abstract**

*New media is a creating new world and changing our daily lives. Internet is changing Indian cinema very rapidly. There are several technologies, which are used by audience to watch movies and documentaries on their personal gadgets. Netflix, Amazon prime, hotstar, alt balaji and jio tv are some examples which are providing movies and other video content through internet. These platforms are new convergence of television and cinema.*

**Introduction**

Netflix is a streaming company which established in 1997 in Los Gatos California, USA. The founder of Netflix is Reed Hastings and Marc Randolph. In starting Netflix do subscription based streaming in this they provide online films and television programs. According to Netflix in January 2020, there are worldwide 167 million paid subscribers, and 19 million free trial subscribers. Netflix is available in almost every country except Syria, Iran, North Korea, Crimea and China. The company has headquartered in America, but the Netflix also has many offices in many countries like India, Netherlands, Brazil, Japan and South Korea. Netflix is the part of Motion Picture Association of America.

In starting days Netflix sales DVD, Netflix enters in production industry in 2012 and the first series of Netflix is Lillehammer. Netflix extend its production and distribution of film and TV series later 2012, and it is also offers a variety of "Netflix original". After January 2016 Netflix operate in 190 countries, and also release 126 Netflix original series and films in 2016, and this number is more than as compare to other online platform. Netflix earn a profit of around 22 billion dollar in 2017, more than 16.8 billion dollar in 2018.

In 2017 the ownership of Netflix shares with many institutional investors, Include Capital Group companies, the vanguard Group, Black Rock and many more. Netflix Gives One month free trial period for their users, after one month if user wants to continue it then they paid money according to their subscription. After buy a plan the user also download any video or show. Netflix provide four packs for their users which are Basic Plan, Standard Plan, Premium Plan, and the fourth is DVD Plan which is used only in USA. You can easily use Netflix in Windows, IOS and Android. Some of the famous Netflix originals are

- Bojack Horseman
- Glow
- One Day At A Time
- The Crown
- Unbreakable Kimmy Schmidt
- Queer Eye

- *Dear White People*
- *Master Of None*
- *The Haunting Of Hill House*
- *Big Mouth*
- *A Series Of Unfortunate Events*
- *Stranger Things*
- *American Vandal*
- *On My Block*
- *Orange Is The New Black*
- *Jessica Jones*
- *Mindhunter*
- *House Of Cards*
- *Lady Dynamite*
- *Narcos*
- *Castlevania*
- *Atypical*
- *Ugly Delicious*
- *Alias Grace*
- *Sense8*

According to the national youth policy 2014 the person whose age should be in between 18 to 29 years they will be come in under youthcategory.

### Objectives

1. To understand the role of Netflix in changing the trend of video streaming.
2. To study the popularity of web series

### Methodology

Given the nature of the present study, social media phenomenon interests the researcher from different field. The study investigation addresses the topic of **“To study the trend of Netflix as a new wave of video streaming among Youth”** The framework of analysis of the papers is related to the study research questions and content analysis, and therefore the content of the papers was examined and discussed. For the collection of responses questionnaire was constructing and ask to fill it, total 29 was recorded as responses.

### Data Analysis and Interpretation:

#### 1. Use of internet

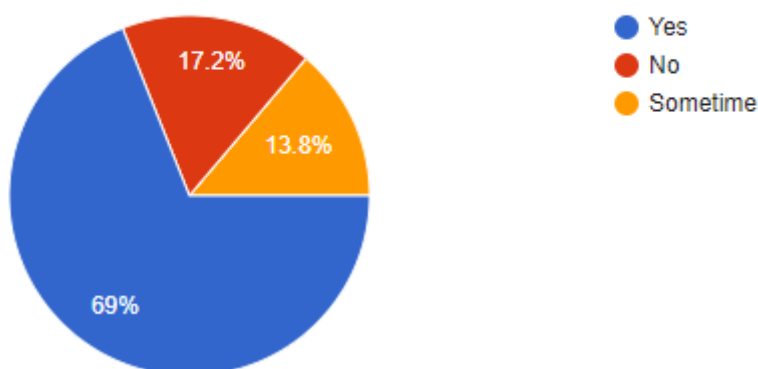
Responses	No. Of Responses	Percentage
Yes	29	100%
No	0	0

Researcher has analysed the data collected through questionnaire then researcher found that 29 (100%) people use internet

**2. Watch Netflix**

Responses	No. Of Responses	Percentage
Yes	20	69%
No	5	17.2%
Sometime	4	13.8%

29 responses

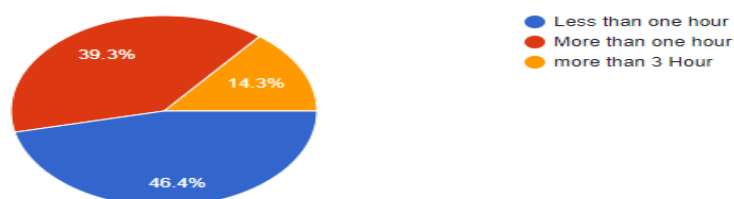


Researcher has analysed the data collected through questionnaire then researcher found that 20 (69%) people watch netflix.5 (17.2%) people not watch Netflix and 4 (13.8%) people watch Netflix sometime

**3. How much time you watch Netflix shows**

Responses	No. Of Responses	Percentage
Less Than One Hour	13	46.4
More Than One Hour	11	39.3
More Than three Hour	4	14.3

28 responses

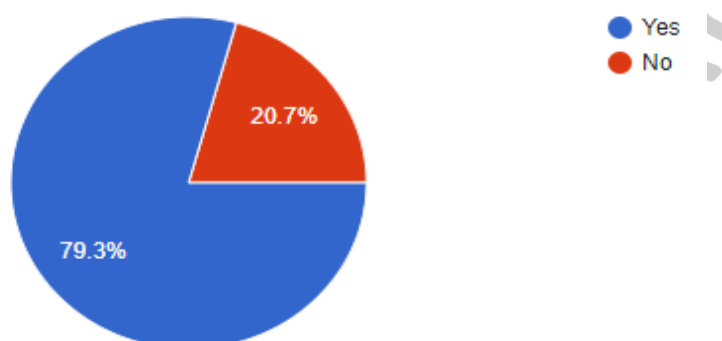


Researcher has analysed the data collected through questionnaire then researcher found that 13 (46.4%) people watch Netflix less than one hour, 11 (39.3%) people watch Netflix more than one hour and 4 (14.3%) people watch Netflix more than three hour.

**4. Like the content of Netflix**

Responses	No. Of Responses	Percentage
Yes	23	79.3
No	6	20.7

29 responses

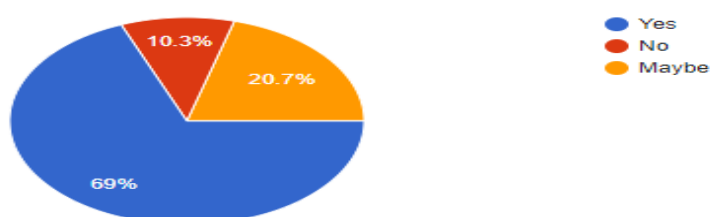


Researcher has analysed the data collected through questionnaire then researcher found that 23 (79.3%) people like the content of Netflix and 6 (20.7%) people not like the content of Netflix.

**5. think Netflix change the trend of traditional TV watching**

Responses	No. Of Responses	Percentage
Yes	20	69%
No	3	10.3%
Maybe	6	20.7%

29 responses



Researcher has analysed the data collected through questionnaire then researcher found that 20 (69%) people think that Netflix change the trend of traditional T.V watching, 3 (10.3%) people don't think that Netflix change the trend of traditional T.V watching

#### 6. Think Netflix increase the popularity of web series

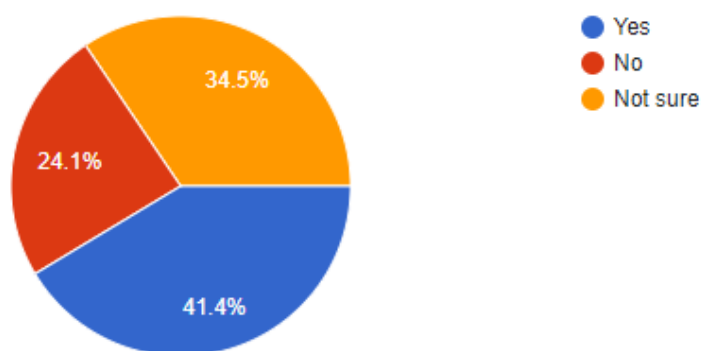
Responses	No. Of Responses	Percentage
Yes	28	96.6%
No	0	0
Don't know	1	3.4

Researcher has analysed the data collected through questionnaire then researcher found that 28 (96.6%) people think that Netflix increase the popularity of web series and 1 (3.4 %) people don't know about this.

#### 7. Think Netflix spread vulgarity through its content

Responses	No. Of Responses	Percentage
Yes	12	41.4%
No	7	24.1%
Not sure	10	34.5%

29 responses

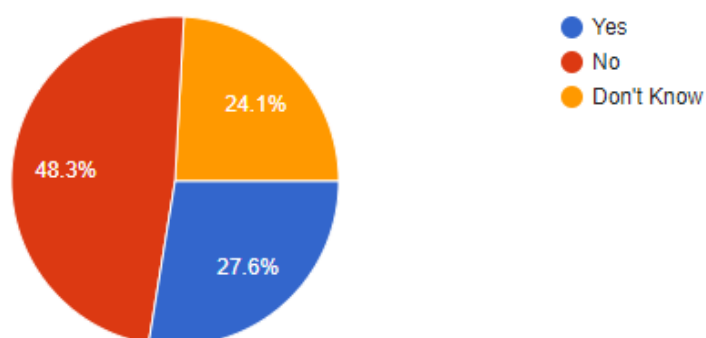


Researcher has analysed the data collected through questionnaire then researcher found that 12 (41.4%) people think that Netflix spread vulgarity through its content, 7 (24.1%) people don't think that Netflix increase vulgarity through its content 10 (34.5%) people don't know about the answer.

**8. Netflix give new ideas to commit crime**

Responses	No. Of Responses	Percentage
Yes	8	27.6%
No	14	48.3%
Don't know	7	24.1%

29 responses

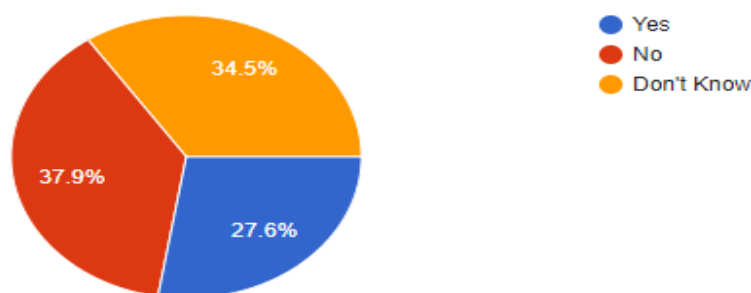


Researcher has analysed the data collected through questionnaire then researcher found that 8 (27.6%) people think that Netflix gives new idea to commit crime, 14(48.3%) people don't think that Netflix give new idea to commit crime and 7 (24.1%) people don't know about the answer.

**9. According to you the content of Netflix increases the crime against women's**

Responses	No. Of Responses	Percentage
Yes	8	27.6%
No	11	37.9%
Don't know	10	34.5%

29 responses



Researcher has analysed the data collected through questionnaire then researcher found that 8 (27.6%) people think that the content of Netflix increases the crime against women's, 11 (37.9%) people don't think that content of Netflix increases the crime against women's and 10 (34.5%) people don't know about the answer.

### Conclusion

This study concluded that web series has a very significant role for the entertainment in India Every person involve in our survey will use internet. Most of the people involved in the survey will be use Netflix App. Most of the people watch Netflix regularly in the time period of less than one hour and some people watch Netflix more than one hour. Around 80% of people involve in the survey like the content broadcast by the Netflix. Maximum number of people (around 90%) admits that Netflix change their traditional habit of television watching and they like to watch web series over television shows. Every sample of our survey think that Netflix increase the popularity of web series in between people. Maximum people admit that Netflix increase vulgarity through their content. According to this study it is prove that Netflix change the trend of traditional TV watching, and Netflix also increase the popularity of web series in India

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