



Research Article

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Perception of New Information Technology Rules Towards OTT Platforms

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ABSTRACT

The last decade has witnessed a remarkable surge in the use of online applications, which have become a part & parcel of everyone's life since the appearance of advanced cells. Today, internet use has expanded by leaps and bounds amongst the urban and suburban populations, and it has integrated itself as a fundamental way of life. The plethora of people using web-based media and especially since the last phase of over-the-top (OTT), the fear of information security has emerged drastically. The remarkable evolution in the use of the internet has brought along a multitude of security threats but the laws for the management of web activities are sparse and inadequate due to its constantly evolving nature. Explicitly in India, until the end, the 2000 information innovation demonstration was the main asset for managing Internet use. Although IT rules were added in 2011, they are now obsolete. The ongoing rivalry and series of conflicts between the Indian government and online media intermediaries such as Twitter, WhatsApp and social media prompted the development of the expanded IT rules, which are additional ground rules to be included in the Information Technology Act 2000. This article discusses the rationale for the presentation of expanded IT rules and what makes it a matter of concern for information security Vs unnecessary restrictions.

INTRODUCTION

The COVID-19 outbreak has pushed the online entertainment business to grow significantly. Digital content control is necessary as a result of the frequent monitoring of the content on OTT platforms and social media. In PRS legislative research, the new guidelines of the Information Technology (Intermediaries Guidelines and Digital Media Ethics Code) Rules, 2021 emphasized on OTT platforms, social media intermediaries, online media organizations, and current affairs websites will be governed by Ministry. The Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021, which set down a Code of Ethics, were also written in compliance with the outdated Information Technology Act 2000. The aforementioned rules were created by the Central Government in accordance with its authority to make regulations under section 87 (2) of the Information Technology (IT) Act, 2000, and in substitution

for the preceding Information Technology (Intermediary Guidelines) Rules 2011. The Rules are broken down into two sections, dealing with intermediate platforms and the code of conduct, protocols, and safety precautions in the digital sphere ("Code of Ethics"). The enforcement of the set above of regulations will be handled by the Ministries of Electronics and IT and Information and Broadcasting, respectively. What started as straightforward email correspondences has transformed into a digital universe, with social networking behemoths like Google, social networking sites, and Twitter to become a portion of vast numbers of Indians' everyday lives. By the end of the forecast period, OTT clients are expected to reach 462.7 million. The video OTT market is dominated by Netflix and Amazon Prime Video, with each commanding a 20% share, followed by Disney+ Hotstar at 17%, ZEE5 at 9%, and Sony LIV and ALT Balaji at 4% each.

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Indian Internet Statistics 2021

Popular Social Media Platforms

Blogs: A scene of exchanges and discussions in all serenity on a point or a precise assessment.

Social Media

The largest informal organization in the world, with over 1.55 billion dynamic monthly clients (as of the second quarter of the last quarter of 2015). Customers set up a personal profiles, invite other customers to be their companions, and send and receive messages and notifications. Customers on social media can “like” brand pages that brands create.

Twitter

Person-to-person communication and mini-blog posts that let groups of people stay in touch by sending succinct status updates (limit of 140 people). Websites that allow for and let you watch videos are YouTube and Video.

Flickr

A local internet area and image and video facilitation portal. Photos can be posted on Social Media, Twitter, and other platforms for person-to-person contact.

Instagram

A free tool that lets users share photos and videos for a variety of interpersonal communications reasons after adding extended channels, edges, and decorations to their images.

LinkedIn

Here, expert meetings with comparable areas of interest can exchange data and participate in discussions.

What are the New IT Rules?

The Rules became operative on May 26, 2021. It is stated that “The Rules are designed to empower ordinary users of social media. The victims of abuse on social media platforms shall have a forum to redress their grievances. The IT rules are finalized after due discussion with various stakeholders.” New IT Rules are classified in 7 different categories, which are as follows:

- New social media/Intermediary Guidelines
- Intermediaries Must Perform Due Diligence.
- Mandatory Grievance Redress Mechanism.
- Ensuring Online Safety and Dignity of Users
- Due Diligence for the Most Important Social Media Intermediaries.
- Enabling the Originator’s Identity.
- Removal of Unlawful Information. As part of the MEITY, there are three-level compliant instruments with different guidelines.

Level 1: Self-regulation by the publishers of the content.

Level 2: Self-regulation with the help of these guidelines by the self-regulating bodies of the publishers.

Level 3: Oversight mechanism for constant review.

Historical Background

The provisions of the law that guarantee users’ online privacy include:

- Punishment of child pornography,
- Punish piracy and associated fraud and;
- Demonstration of information security standards for companies.

Agreements that compromise user safety in any way related to legal permission to access customers’ own data through the compilation and monitoring of web traffic information by company elements and review, constant mediation, and decryption of correspondence by web modes can be recorded.

In addition, the binding provisions of the Data Innovation Act are helping to diminish the protection of online customers. The demonstration, for instance, does not address issues and situations like the probative status of web-based media content in India, the consolidation and sharing of information between recordings, whether or not people can share images from their own “private regions” on the web when clients reserve the right to be informed of the existence of threats but decisions are not made as a result, or the use of unique electronic identifiers in all databases—information; and when people reserve the right to ask specialized cooperatives to manufacture their substance.

The Personal Data Protection Bill, 2019

Following the landmark Supreme Court ruling by Justice KS Puttaswamy, as noted above, the Ministry of Information created a ten-member council, headed by resigning Supreme Court Justice BN Srikrishna to have submitted proposals for a bill on the security of residents’ personal information. The cycle lasted almost 12 months. More recently, the Board of Directors presented its report entitled “A Free and Fair Digital Economy: Protecting Privacy, Empowering Indians” and the Securing Information Near Home Bill. On December 11, 2019, Mr. Ravi Shankar Prasad, Minister of Electronics and Information Technology, tabled the new and updated Personal Data Protection Act 2019 (Bill) in

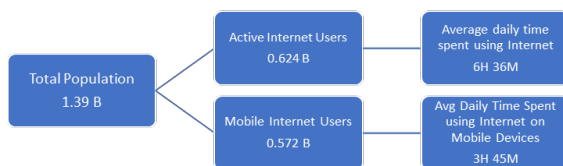


Figure 1: Indian Internet Statistics 2021

Lok Sabha. Nevertheless, it has yet to be accepted because the advisory committee that was demoted changed its opinion about them.

Statement of the Problem

This article aims to analyze the effects of new computer laws on the evolution of the OTT phase. Social media is appropriate for business purposes, but this type of content is published on social media and OTT platforms. It cannot in any way be described as civilized. There should be a place for discussing the issue of social media users. Hatred is being spread on social media. Terrorists also use social media. Social media misuse has long been the subject of complaints. The misuse of these platforms is increasing among teenagers as well as adults. In 2022 recent internet Protection Circle succeeded in improving the IT rules presented to the Indian government. When they caught the public's attention, it led to a discussion between the general public and professionals. Improving IT rules is at the center of a major battle between the EU government and big tech companies. Intending to force unknown organizations to comply with Indian laws, which regularly circumvent them, to shirk their responsibilities and responsibilities to a person, the new guidelines also allow the leader to control all computerized content without legal control quickly. Over-the-top (OTT) implies delivering audio and video content over the internet in real-time without a regular satellite management provider to privileged customers. The OTT Umbrella supports film and OTT content transport, OTT consolidation, and computerized videos to create a specific rotating content stream. Part of the real-time OTT video steps integrates Netflix, Amazon Prime, etc. Real-time sound functions such as Apple Music and Spotify; and notify steps like social media, Skype, WeChat and WhatsApp. Web-based media scenes, such as Instagram, social media, and Twitter, are now a method of distraction and have also become an area for exchange and negotiation exercises. They maintain all data transfer measures and have created space for their opinions to be openly expressed as guesswork. Additionally, absurd milestones ("OTT") in the present, particularly during this COVID-19 pandemic, have recently become known to the majority and content creator heaven. OTTs are real-time functions that provide sound and visual substance to their base via the web. While these steps were earlier streaming stuff, you recently started creating your stuff, including movies, stories, web series, etc. In India, Amazon Prime Video, OTT Market, and Netflix Liv from various competitors, especially Voot, etc. dominate media-based and OTT stages. Considerations indicate that people's addiction to online media is due to the fact that there is now a high likelihood of abuse. In recent years, online media have become widespread to abuse women and attempt to violate human protection.

OBJECTIVES

The purpose of this article is to serve the effects of new computer laws on the evolution of the OTT phase. The idea of the subject orients the use of both an orderly inquiry and a similar inquiry toward different priorities in the modernization of the law. This exam is a model that proves the new edutainment rules of data. It is a fundamental element of improvement and progress toward a virtual society.

Specific Objective

- To Know the public opinion about OTT services in India.
- To know the viewing habits of OTT viewers in India.
- To know the most preferred OTT application in India.
- To Know the awareness about IT Rules.

REVIEW OF LITERATURE

The description of "electronic communication services" in the EU telecom framework is "which consists wholly or primarily of the transmission of signals across electronic communication networks." Due to this definition's physicality, it is unclear if the laws may govern excessive services as they are. However, the real issue is whether or not OTT services should be governed. OTT services may have been initially perceived as a fresh addition to traditional telecom services; however over time they have demonstrated the capacity to displace them, posing new dangers to us. When it comes to OTT services, there is no such protection, which is sexist, but the harm is more serious because viewers unintentionally govern their communication systems over services and, as a result, fail to make responsible choices about risk. Consumers can use existing laws and regulations to defend themselves from unauthorized access by their traditional service providers.

Although above-average service providers are not subject to the same interconnection restrictions as regular services, it is nevertheless impossible for a Skype user to terminate a call with a FaceTime user. As a result, authorities can classify OTTs as standalone services and subject them to more general competition rules. The agency is guided by the fact that traditional services are rapidly being replaced by OTT services, which creates an unfair competitive situation equal to the regulatory load. As a result of regulatory limitations, they are more constrained in their innovation operations. The worth of services increases during the OTT application stage, turning the original supporting network connectivity into a highly regulated good, which limits the potential income, preventing traditional suppliers from matching earnings from prior years. Although there are arguments about how OTT services should be monitored, there is no clear definition of OTT services. This software platforms and other services in a closed development platform, like

Social Media chat. Regulations must be introduced in this sector to ensure fair competition. Only the utilization of the service inside the nation is a reasonably valid reason for imposing legal provisions on the service due to the misunderstanding over the physical location of the OTT service suppliers, which raises the question of potential incompetence.

Theoretical Explanation

This theory contends that people exposed to the media comprehend societal realities based on how the media portrays such realities. The cultivation theory is illustrated by the ability of OTT platforms to stabilize and homogenize ideas within a society.

According to the Cultivation Theory (2020), prolonged media exposure affects how people act and view the world. The cultivation idea holds that the more OTT people watch, the more likely they are to hold onto a perception of reality that is more like what is depicted on OTT. According to Gerbner's theory of cultural evolution, OTT platforms are currently the primary root of storytelling in modern culture. According to Gerbner, individuals who watch four hours or more per day are considered major OTT watchers, while those who watch below four hours per day are considered light viewers.

This study explores the impact of social media use on perceptions and attitudes about ethnic diversity as well as views of brand names and businesses. A research method for predicting interpretations (i.e., first-order cultivation effects) and mentalities (i.e., second-order cultivation effects) by using social media is developed based on the cultivation theory, social network site research related to social media, and scholarly research on ethnic diversity and brand attitudes. More specifically, it is thought that using social media will reduce ethnocentrism, enhance perceptions of ethnic diversity, and enhance attitudes toward ethnic minorities. Furthermore, it's thought that social media use alters people's perspectives of national and international brands, favoring the latter. The traditional bipartite cultivation research approach, which consists of a content analysis and an empirical investigation of the influence of Social Networking use on the dependent variables, is used to analyze the information of ethnic diversity on social media and test the hypotheses.

METHODOLOGY

To obtain better results, the researcher has used the Survey Method for primary obtaining data in this study. In this study, Convenient random sampling was used for data collection. This study covered two hundred respondents, and the sample size was constructed for one hundred fifty people in India. This study aims to cover four zones of India north, east, west, and south. For better and quick

results, the google questionnaire technique was used to collect the primary Data.

This study focused on social media (WhatsApp, Instagram, Twitter, Facebook, and YouTube) and OTT Platforms (Net Flix, Hotstar, Zee 5, Amazon Prime) etc.

Data Analysis and Interpretation

The respondents' demographic profile is shown in Figure 1. The majority of the respondents, 54%, of male responders, then a lesser 46% of female responders took the survey. (Figure2) shows that most responders are from the north, west, east, and south, with 73, 12, 10 and 5%, respectively. (Figure3) suggests that 55% of the responders come under the age bracket of 16 to 25 years. 24% of them are above 40yrs. With 21% being 26-40 years. Figure 4 shows that the maximum survey was taken by Students, with 52.7% in total, and then by people doing service at 33.3%, business at 9.3%, and 4.7% unemployed.

The given statistics on social media viewers (Figure 2) show that 96% of the responders are aware of social media, and around 4% are unaware. Figure 2 suggests that the most preferred genre of the viewers is entertainment with 44.7% votes, comedy, romantic, thriller, and others had 23.3, 11.3, 10.7 and 10.5%, respectively. Figure 3 shows that the maximum time spent on the social media platform by 54% of the responders was from 1 to 3 hours., 37.4% of the responders were from 4 to 6 hours., and 6.7% of the responders was 7 to 8 hours and more than 8 hours. were by only 2%.

In Table 1 top three preferences of social media are listed, with WhatsApp being the first preference of 45.6% of the respondents, Facebook comes as the second preference of 30.2%, and Instagram becomes the third preference of 25.9% of respondents. Some other Preferences were Twitter, Snapchat and LiknkedIn

In Table 2 top three OTT platforms, according to the responders, are listed with Netflix being on top with 53.2% votes, Amazon Prime Videos comes at second with 48.3% votes, and Disney+ Hotstar receiving third spot with 41.9% votes. Some other platforms were Voot, Zee5, Sony Liv, etc.

This graph talks about the respondents' opinions about the new OTT and IT rules. When asked about social media being responsible for the emergence of OTT, 43.2%

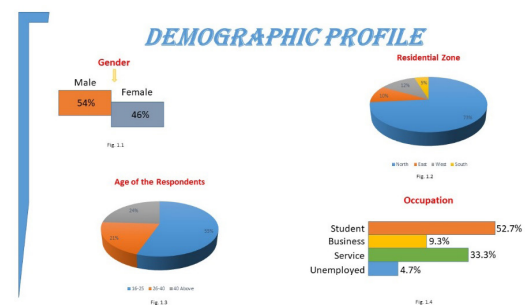


Figure 1: The demographic profile of the respondents

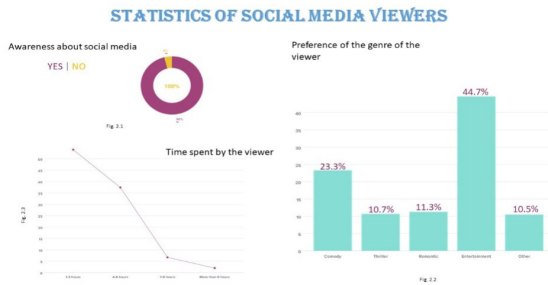


Figure 2: Statistics of Social Media Viewer.

Agreed, with 18.2% strongly agreeing and, 23.6% being neutral, with 15% in disagreement (10.8% disagree & 4.1% strongly disagree). Furthermore, it was found that 50% of the respondents strongly agreed that social media allows you to raise your voice to a larger audience with 38.5% in agreement, 10.1% being neutral and 1.4% in disagreement. 57.4% of respondents agreed, with 18.2% strongly in support and 20.9% being neutral, with 3.4% in disagreement when asked about social media providing the new right to use your digital media platform. It was found that 45.3% of the respondents think that WhatsApp should follow the new privacy regulatory policy made by the government, with 25% strongly agreeing to this and 20.3% being neutral. Around 9.4% of the respondents disagree, in which 2% are in strong disagreement. 32.4% of responders agreed with 19.6% strongly in support when asked about the biggest worry is for OTT being full of vulgar and 18+ content. 33.8% responders stayed neutral and 13.5% disagreed with the statement a 0.7% strongly opposed. It was found that 29.7% agreed to the statement that sexual content on OTT should be banned, with 19.6% in strong support and 12.2% disagreeing with 2% in strong opposition, but most of the respondents stayed neutral, coming in at 36.5%. 51.7% of respondents agreed, with 27.5% agreeing that social media is becoming a cause of misconceptions and fake news, 18.8% staying neutral with 1.3% and 0.7% in strong disagreement. When asked about people misusing social media, 43.6% strongly agreed and 38.9% just in agreement; there were 14.8% responders who were neutral, with 1.3% disagree and 1.3% strongly disagreeing.

Table 1 and 2: Preferences of Social Media and OTT Platforms

PREFERENCE OF SOCIAL MEDIA			
Name	1 st preference	2 nd preference	3 rd preference
WhatsApp	45.6%	34.2%	15.6%
Facebook	11.4%	30.2%	17.7%
Instagram	34.2%	22.1%	25.9%
Twitter	4%	4.7%	14.3%
Snapchat	1.3%	6.7%	19%
LinkedIn	3.4%	2%	7.5%

Table 1.1

PREFERENCE OF BEST OTT PLATFORMS			
Name	1 st preference	2 nd preference	3 rd preference
Amazon Prime Videos	28.2%	48.3%	15.6%
Netflix	52.3%	17.4%	11.5%
Disney+ Hotstar	10.7%	20.8%	41.9%
Voot	3.4%	6.7%	8.1%
Zee5	3.4%	4%	11.5%
Sony liv	1.3%	2.7%	8.8%
Others	0.7%	-	2.8%

Table 1.2

OBSERVATIONS OF RESPONDENT ABOUT NEW OTT AND IT RULES

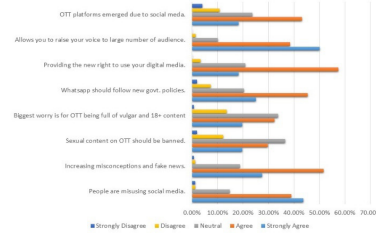


Figure 3: Observations about New IT Rules.

CONCLUSION

The fate of OTT scenes worldwide promises to be glamorous, with constant competition from Direct TV. To adapt to the change, OTT began to evolve, embracing the computerized steps of the new age to connect with the crowd. The direct-to-home TV guarantee, common over the past decade, included OTT levels as part of their sustainability process. As reported by AIB Research, the absurd video (OTT) market will continue to grow rapidly in the world, and with an annual development rate (CAGR) of 10% by 2022, the OTT market will create a gigantic 51.4 billion dollars. Promoters share the lower cost of OTT decisions and the need for long-term accountability. Pay-tv operators in North America and Europe are adding OTT alternatives to avoid consumer buzz. Some compensation OTT administrators have developed alternatives to wholesaling multi-channel virtual video programs (vMVPD), also known as lightweight packages, as a more cost-effective option for endorsers. Although OTT has seen a slight decline, OTT has seen an undeniable increase in membership in all areas. It is assumed that the Normal Revenue Per Customer (ARPU) for Pay TV will fall to a multiple of OTT in 2020, compared to a multiple of OTT in 2017 in future occasions. The whole substance situation is reinterpreted at high speed from source content to created content. "The gloves are off," Convergence Research announced. "Amazon, Apple, DAZN, Social Media, Google, and Netflix all have the money to fund their creations or to outbid programs, including great fancy dress, would occur among software engineers and free OTT providers. »OTT levels will be required. To adhere to the basic traditions of the streaming stuff. You should also set up a three-level complaint management component similar to the computer media levels. Autonomous bodies can guide the distributor in the event of content organized online To rename the evaluations of the substance in question, adapt the substance descriptor, age sequence, and access control measures accordingly, and change the structure of the substance in question.

The government ensures that the Inter-Ministerial Committee (CIM) does not become the second level of the complaints processing component.

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