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Exploring OTT Content Consumption: A comparative study among Rural and Urban Youth in Mysuru

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ABSTRACT

The emergence of Over-The-Top (OTT) platforms has significantly transformed the entertainment landscape in India, offering diverse digital content accessible via the internet. The market has seen rapid growth, fueled by platforms like Netflix, Amazon Prime Video, Disney+ Hotstar, and YouTube. The COVID-19 pandemic accelerated this trend, increasing screen time and shifting audiences away from traditional media. Guided by the Uses and Gratifications Theory, this study explores how individuals actively engage with OTT content to fulfill specific needs. According to the Ormax Media Report (2023), the Indian OTT audience grew by 20% in 2021–2022 and an additional 13.5% in the past year, reaching 48.11 crore users, yet national penetration remains at just 34%, highlighting a vast untapped market. While urban consumption patterns are well-documented, limited research addresses rural youth. This study aims to bridge that gap by analyzing OTT consumption trends among urban and rural youth in Mysuru district. Using a non-probability sampling method, data was collected from 300 respondents through structured surveys to capture preferences, viewing habits, and influencing factors in OTT platform selection.

Introduction

Television technology in India has evolved significantly over the past six decades. From experimental broadcasts to satellite TV, the industry has continually adapted to technological innovations and changing viewer preferences. The 1990s marked a major shift with the arrival of private channels, which expanded content diversity and increased viewer choice (*Chauhan & Mittal, 2022*). The emergence of OTT platforms has further reshaped the entertainment ecosystem, offering viewers greater convenience and access to vast content libraries. From Netflix's entry to the rise of Indian OTT services, the industry has grown rapidly, redefining how audiences consume media (*Dutta, 2022*).

India's foray into the OTT space began with BigFlix in 2008, followed by apps like nexGTv and platforms like DittoTV that aggregated content from major networks such as Star, Sony, Viacom, and Zee. The launch of Hotstar in 2015 proved to be a turning point, triggering widespread adoption of OTT platforms. Global giants like Netflix and Amazon Prime further accelerated this trend, providing users with a broad spectrum of content (*Somasundaran et al., 2023*). Several factors have fueled the growth of OTT platforms in India, including affordability, accessibility, internet penetration, regional content availability, and social media engagement. These elements have collectively driven a major shift in content consumption (*Balasubramanian, 2023*). According to the latest Ormax Media Report, India's OTT audience grew by 20 percent between 2021 and 2022, with an additional 13.5 percent rise in the following year. Currently, there are 48.11 crore OTT users in India, reflecting a national penetration rate of just 34 percent. A KPMG report estimates that the number of OTT subscribers will reach 400 million by 2025, up from

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160 million in 2020 (*KPMG, 2020*), with much of this growth driven by pandemic-related lifestyle changes.

The pandemic also spurred a surge in original content creation on OTT platforms. The KPMG 2021 report identifies several key impacts of COVID-19 on the Indian OTT landscape:

- Subscriber growth: Lockdowns led to a 60 percent rise in subscribers in 2020, reflecting increased demand for digital entertainment (KPMG, 2020).
- Rise of regional content: Viewer interest in regional languages grew, prompting platforms to diversify content offerings.
- Boost in original productions: With traditional media production stalled, OTT became a hub for new storytelling formats.
- Changing viewing patterns: Audiences began to favor content that engaged with real-life issues and reflected current social realities.

The rise of OTT platforms like Netflix, Amazon Prime Video, and Disney Plus Hotstar has transformed media consumption, providing online access to diverse and on-demand content (*Smith, 2018).* However, while urban viewership patterns have been well studied, there remains a gap in understanding how these trends affect rural youth, who often face distinct socio-economic and infrastructure-related challenges (*Sharma & Mishra, 2022*).

This study adopts the Uses and Gratifications Theory (UGT) by Katz, Blumler, and Gurevitch (1974), which emphasizes the active role of individuals in selecting media based on their needs. UGT outlines five primary gratifications: diversion, personal relationships, personal identity, surveillance, and entertainment *(Katz et al., 1974*). This framework helps analyze the motivations behind youth engagement with OTT platforms and their broader media implications. The study seeks to address this gap by comparing OTT consumption patterns among rural and urban youth. By exploring their preferences, viewing behaviors, and platform choices, the research aims to provide a comprehensive understanding of how OTT platforms are shaping youth media habits across geographic contexts.

Review of Literature

Kishore (2014) and Saxena (2017) both delve into mobile phone and digital media usage patterns among rural communities in India, emphasizing online purchase preferences, associations with age, gender, and discipline, and exploring digital media consumption patterns, particularly focusing on mobile phone usage among rural youth. Similarly, Quresh (2018) and Media Insider (2021) investigate trends and preferences in OTT platform consumption in India, analysing the future trajectory of online OTT entertainment services, penetration rates, and viewer preferences. Moreover, Sharma et al. (2021) and Afags (2022) explore OTT consumption patterns and audience growth trends in India, highlighting age and gender-based consumption patterns and rural OTT audience growth. Additionally, Outlook (2023) and Fortune India (2021) discuss the evolving content landscape on OTT platforms, emphasizing rural India's higher interest in digital news consumption and the trend of local content localization. Thilaka et al. (2019) and Zhang et al. (2022) explore patterns of media consumption among youth and older adults in India and China, respectively, offering insights into generational differences and socio-cultural factors influencing media consumption. Dhaygude and Chakraborty (2020) and Sonune (2022) investigate digital adoption trends among rural populations in India, highlighting the importance of trust, infrastructure, and community dynamics in shaping digital consumption patterns. Furthermore, Longkumer and Kumar R (2022) and Saha and Prasad (2021) examine media usage patterns among urban and rural populations in Nagaland, India, respectively, providing valuable insights into socio-cultural dynamics influencing media consumption behaviours across diverse regions and populations. These studies collectively contribute to our understanding of media consumption patterns in India, offering valuable insights into factors influencing digital media adoption and content preferences.

Materials & Methods

Research methodology serves as a means to explain how a researcher intends to carry out their study. It's a well-structured and systematic plan designed to address a research problem.

Objectives of the Study

- To find out the factors influencing the usage of OTT platforms.
- To explore the if there are factors motivating the differences in consumption behaviour pattern between rural & urban youth.
- To investigate gratification in content on OTT Platforms among urban & rural youth.

Hypothesis

***H0**: There is no significant difference in the selection of OTT platforms among urban and rural students, regardless of various factors like price, content, user interface, reviews, peer influence, availability of regional content, and dubbing selection.*

***H1**: There is a significant difference in the selection of OTT platform among urban and rural students, regardless of various factors like price, content, user interface, reviews, peer influence, availability of regional content, and dubbing selection.*

***H0**: There is no significant difference in the satisfaction derived from OTT platforms among urban and rural students, regardless of various factors like content available, updates,* *diversity of content, download feature, uninterrupted viewing experience, and curation of content, recommendations, personalization, and overall satisfaction.*

***H1**: There is a significant difference in the satisfaction derived from OTT platforms among urban and rural students, regardless of various factors like content available, updates, diversity of content, download feature, uninterrupted viewing experience, and curation of content, recommendations, personalization, and overall satisfaction.*

Research Area

The present study tries to bring out the difference in OTT consumption among the rural and urban students in Mysuru. Mysuru district has 7 taluks and 140 villages. 7 taluks are Mysuru taluk, Hunsur, H.D.Kote, Nanjangud, T.Narasipura, Periyapatna, and K.R.Nagara. The respondents for the survey were divided into the population categories of rural and urban youth in the Mysuru region, which was the focus of the research. Nanjangud region was selected for rural sampling. For urban- Mysuru city, data is collected from different colleges including Maharaja College, Maharani College, JSS College, Yuvaraja College, different PG's and Hostel. From these places respondents were randomly selected who met the criteria of being within the desired age group, belonging to the respective rural or urban area and the gender.

Research Design

The present study adopts a descriptive research design and employs a quantitative approach for data collection. Primary data was gathered from respondents residing in both urban and rural taluks of Mysuru through a structured questionnaire. This questionnaire was organized into three parts: Part A focused on demographic details, Part B gathered information on media profiles, and Part C included specific questions related to the topic under study. In addition to primary data, the research also relied on secondary sources such as books, academic journals, research reports, and newspaper articles to support and contextualize the findings.

A non-probability convenience sampling method was employed to select respondents within the age range of 18 to 31, with the majority falling between 21 and 23 years. The survey was conducted in person by distributing a structured questionnaires directly to participants. Data was collected from a total of 300 respondents, with an equal split between rural and urban areas with 150 participants from each and gender parity was maintained with an equal number of male and female respondents.

To ensure the validity and reliability of the questionnaire, a pre-test was conducted, leading to the modification of a few questions based on the feedback received. Descriptive analysis techniques were applied to understand the nature of the collected data, and the final analysis was carried out using SPSS Statistics software.

Data Analysis

The demographic profile (Table 1, Demographics) of the respondents reveals that the majority fall within the age group of 21 to 23 years, accounting for 44.7 percent, followed by 25.3 percent in the 18 to 20 age range. A smaller share includes those aged 24 to 26 (17.3 percent), 27 to 29 (8.7 percent), and above 30 (4 percent). The sample maintains a perfect gender balance, with 150 males and 150 females participating in the study.

In terms of education, just over half of the respondents are undergraduates (51 percent), followed by 33 percent postgraduates. A smaller proportion includes those who completed high school (12 percent), and a very few are pursuing or have completed MPhil (2 percent) or PhD (1.7 percent).

When looking at annual family income, the highest concentration of respondents (27.7 percent) belong to families earning between 30,000 and 50,000 annually. This is followed by 20.7 percent in the 51,000 to 80,000 bracket, 17.7 percent in the 1,11,000 to 1,40,000 range, 20 percent earning 1,51,000 and above, and 14 percent in the 81,000 to 1,10,000 range.

Table 1: Demographics

Age group	*Number of respondents*	*Percentage*
18-20	76	25.3%
21-23	134	44.7%
24-26	52	17.3%
27-29	26	8.7%
30+	12	4%
Gender	*Number of respondents*	
Female	150	
Male	150	
Education level	*Number of respondents*	*Percentage*
Undergraduate	153	51%
Postgraduate	100	33%
High School	36	12%
MPhil	6	2%
PhD	5	1.7%
Annual family income	*Number of respondents*	*Percentage*
30,000 - 50,000	83	27.7%
51,000 - 80,000	62	20.7%
81,000 - 1,10,000	42	14%
1,11,000 - 1,40,000	53	17.7%
1,51,000 and above	60	20%
Residence	*Number of respondents*	
Rural	150	
Urban	150	

Lastly, the study sample is equally divided between rural and urban areas, with 150 respondents from each, ensuring balanced geographic representation.

The media profile of the respondents (Table 2, media profile) highlights a clear dominance of mobile phone usage, with 60.3 percent owning only a mobile phone. Around 26.7 percent own both a mobile phone and a laptop, while smaller groups have additional devices such as tablets or desktops. A very small number of respondents rely solely on laptops, desktops, or tablets, indicating that mobile phones remain the primary digital device across the sample.

In terms of internet access, mobile data is the most common method, used by 68 percent of respondents. Only 14 percent rely exclusively on home Wi-Fi, while 7.7 percent use a combination of mobile data and home Wi-Fi. A few use all available options or access public Wi-Fi.

Prepaid internet plans dominate, with 65.7 percent using them, compared to 27 percent who are on postpaid plans. A small number (7.3 percent) access the internet through a shared or family account.

Recharge patterns reflect this prepaid usage, with over half of the respondents (53 percent) recharging monthly. Others recharge every two or three months, with very few opting for other intervals.

When it comes to preferred devices for accessing the internet, the smartphone is by far the most favored, chosen by 91 percent of respondents. Very few use laptops, desktops, tablets, or smart TVs for this purpose.

Entertainment is the most cited reason for internet use (25.3 percent), followed by a mix of education, news, information, and social networking combined with entertainment (21.3 percent). Social networking alone accounts for 20.9 percent, and 18 percent use the internet for all purposes listed. Educational use alone is reported by 8.3 percent, with news and e-commerce forming the smallest segments.

The data on OTT consumption patterns (Table 3, OTT Consumption Mapping) reveals that most respondents spend between 2 to 3 hours daily watching OTT content, accounting for 37.3 percent of the sample. This is followed by 26.7 percent who spend 1 to 2 hours, while 22.3 percent watch for 3 to 4 hours, and a smaller group (13.7 percent) spend 4 to 5 hours per day.

In terms of platform preferences, Netflix is the most popular, with 30.7 percent of respondents choosing it, followed by Amazon Prime Video at 26.7 percent and Disney+ Hotstar at 16.4 percent. Other platforms like IQIYI (7.6 percent), VOOT (7 percent), and Alt Balaji (4.3 percent) have a smaller but notable audience. Platforms like Viki, SonyLiv, and others together make up a marginal share.

When it comes to subscription choices, 44.3 percent of respondents have individual subscriptions, while 27.3 percent share subscriptions with family members, and an equal proportion share with friends. Only a small fraction (1 percent) fall into the ‘others’ category.

Table 2: Media Profile

Device ownership	*Percentage (%)*
Mobile Phone	60.3
Mobile Phone & Laptop	26.7
Mobile Phone, Laptop, & Tablet	7
Laptop Only	2.7
Laptop & Desktop	1.3
Desktop Only	1
Mobile Phone & Desktop	0.7
Tablet Only	0.7
Mobile Phone & Tablet	0.3
Methods of accessing the internet	*Percentage (%)*
Mobile Data	68
Wi-Fi at Home	14
Wi-Fi at Home & Mobile Data	7.7
All Options	6.7
Mobile Data & Wi-Fi at Public Places	3
Wi-Fi at Public Places Only	0.7
Internet access types	*Percentage (%)*
Prepaid	65.7
Postpaid	27
Family Account	7.3
Mobile phone recharge frequency	Percentage (%)
Monthly	53
Every Three Months	26.3
Every Two Months	18.3
Other Options	2.3
Preferred devices for internet access	Percentage (%)
Smartphone	91
Laptop or Desktop Computer	5.7
Tablet	2
Smart TV	1.3
Internet usage purposes	Percentage (%)
Entertainment	25.3
Education, News & Information, Social Networking, Entertainment	21.3
Social Networking	20.9
All of the above	18
Education Purpose	8.3
News & Information	3.7
E-Commerce	2.3

Monthly expenditure on OTT services varies, with ₹100 being the most common spending bracket (27 percent), closely followed by ₹200 (26.3 percent). Around 21 percent each spend ₹300 or ₹500 and above, while 8.3 percent

Table 3: OTT consumption mapping

Time spent on watching OTT (hours)	*Number of respondents*	*Percentage*
1-2 hours	80	26.7%
2-3 hours	112	37.3%
3-4 hours	67	22.3%
4-5 hours	41	13.7%
Preferred OTT platforms	*Number of respondents*	*Percentage*
Netflix	93	30.7%
Amazon Prime Video	70	26.7%
Disney+ Hotstar	59	16.4%
IQIYI	23	7.6%
VOOT	21	7%
Alt Balaji	13	4.3%
Viki	10	2.4%
Others	8	2.7%
SonyLiv	4	1.3%
Choice of OTT subscriptions	*Number of respondents*	*Percentage*
Individual	133	44.3%
Family member share subscriptions	82	27.3%
Friends share subscriptions	82	27.3%
Others	3	1%
Monthly expenditure on OTT services (in rupees)	*Number of respondents*	*Percentage*
₹100	81	27%
₹200	79	26.3%
₹300	63	21%
₹400	25	8.3%
₹500 and above	63	21%

spend ₹400 per month. This indicates a broad range of affordability and spending behavior among users.

The Graph 1, viewing pattern of respondents reveals distinct preferences based on the time of day. Mornings witness the lowest level of OTT engagement, with a significant majority (77.6 percent) reporting minimal viewing activity, and only a small fraction (8.3 percent) engaging heavily with content during this period. As the day progresses, viewership begins to rise. In the afternoon, 45.7 percent of respondents indicate moderate engagement, while 15 percent report high usage, suggesting a gradual increase in interest post-morning hours.

Evening emerges as a peak time for OTT consumption, with 44.3 percent of respondents reporting high engagement and 32 percent indicating moderate viewing. This trend continues into the night, which sees one of the highest concentrations of viewers, as 75.4 percent of respondents report high OTT usage during this period. Very few (only 9 percent) watch content at a minimal level at night, reflecting a strong preference for evening and nighttime entertainment.

Midnight also shows a notable pattern, with 41 percent of respondents highly engaged and 20.3 percent moderately engaged. However, 38.7 percent still report minimal viewing during this late hour, indicating that while some users continue watching content into the night, others taper off. By dawn, viewing levels drop again, with 71.7 percent indicating low activity. Only 11.6 percent maintain high engagement in the early hours.

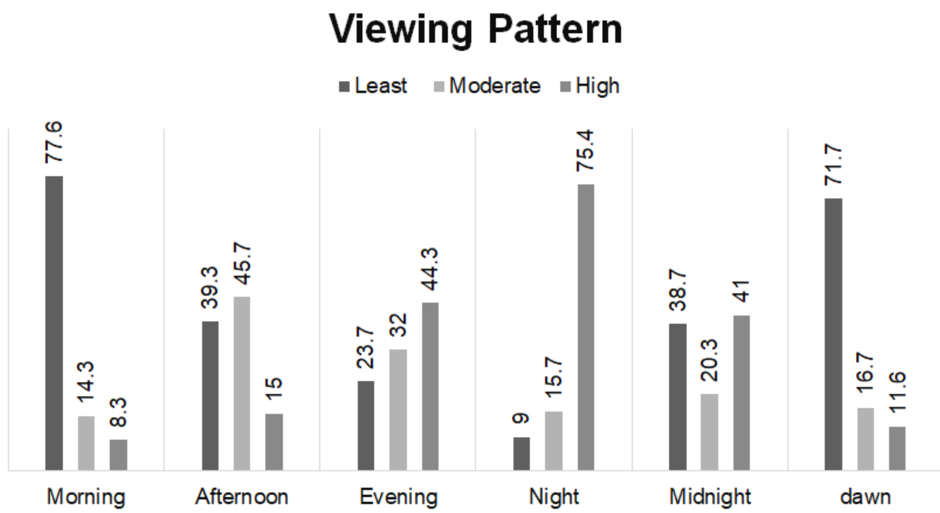
Overall, the findings suggest that OTT consumption is most intense during the evening and night, aligning with leisure hours, while mornings and dawn periods see the least activity.

In the selection process of choosing an OTT platform subscription (Graph 2), several factors play significant roles according to respondents' opinions. The pricing of subscription plans emerges as a critical consideration, with 42% strongly agreeing and 38% agreeing that it significantly influences their decision-making. Content library availability is another crucial factor, with 33.4% strongly agreeing and 39.3% agreeing on its importance. User interface also holds sway, with 18.7% strongly agreeing and 37.7% agreeing on its significance for an enjoyable experience. Customer reviews and peer recommendations also carry weight, as 34% agree and 26% strongly agree on their impact. Additionally, the availability of local or regional content resonates with 29.3% who agree and 23.6% who strongly agree. Finally, the inclusion of subtitles or dubbing for non-native language content is deemed important by 37% who strongly agree and 32.3% who agree. These insights highlight the multifaceted considerations that influence OTT platform choices among users.

H0*: There is no significant difference in the selection of OTT platforms among urban and rural students, regardless of various factors like price, content, user interface, reviews, peer influence, availability of regional content, and dubbing selection.*

H1: *There is a significant difference in the selection of OTT platform among urban and rural students, regardless of various factors like price, content, user interface, reviews, peer influence, availability of regional content, and dubbing selection.*

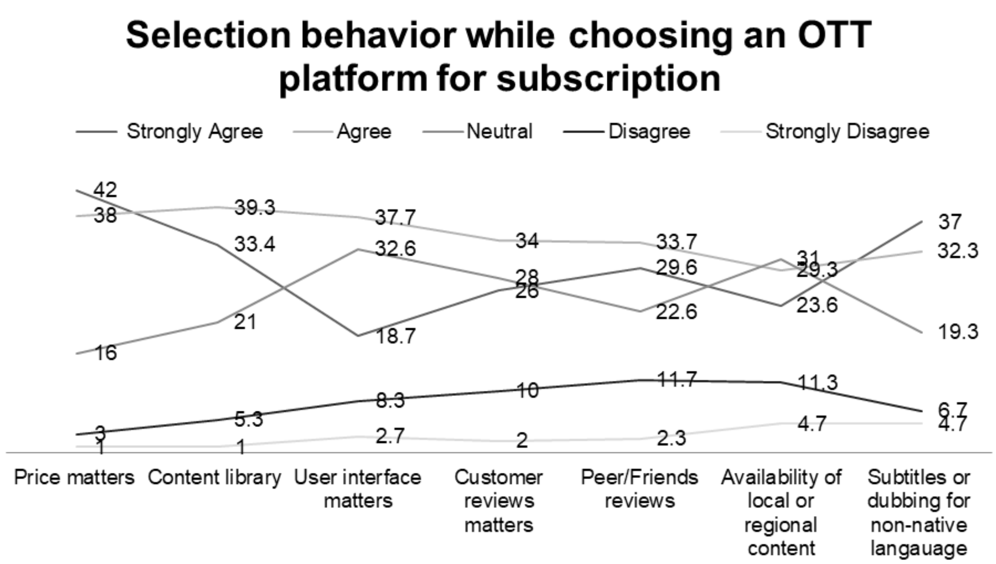
The Kruskal-Wallis test (Table 4: Kruskal Wallis Test Statistics on Choosing Behaviour***)*** was conducted to examine whether there are significant differences between rural and urban respondents in their selection of OTT platforms based on key influencing factors such as price, content library, user interface, customer and peer reviews, local or regional content, and subtitles or dubbing. Upon analyzing the results, the following insights emerge:



Graph 1: Viewing pattern

- **Content Library**: This factor shows a statistically significant difference between rural and urban respondents (Chi-Square = 4.989, df = 1, p = 0.026). Rural respondents have a higher mean rank (159.97) compared to urban respondents (138.89), indicating that rural youth place more importance on the variety and size of the content library when choosing an OTT platform. This could be related to local/regional content.
- **Local or Regional Content**: Another significant difference is seen in the preference for local or regional content (Chi-Square = 4.024, df = 1, p = 0.045). Rural respondents again exhibit a higher mean rank (159.64) compared to their urban counterparts (140.30), underscoring the value rural audiences place on culturally and linguistically relatable content.
- **Other Factors** (Price, User Interface, Customer Reviews, Peer/Friends Reviews, and Subtitles or Dubbing): These do not show statistically significant differences between the two groups. For instance, the p-values for price (p = 0.837), user interface (p = 0.218), and peer/friend reviews (p = 0.161) are all above the conventional alpha level of 0.05, indicating that both rural and urban respondents have similar views on these aspects.

Based on the Kruskal-Wallis test, the null hypothesis can be rejected in the case of content library and local or regional content, confirming that rural and urban youth differ significantly in how these two factors influence their OTT platform selection. This supports the alternative hypothesis and highlights the importance of tailoring content strategies for diverse geographical audiences.



Graph 2: Selection behavior while choosing an OTT platform for subscription

Table 4: Kruskal Wallis Test Statistics on Choosing Behaviour

	Chi-Square	*df*	*Asymp. Sig.*
Price	0.042	1	0.837
Content library	4.989	1	0.026
User interface	1.516	1	0.218
Customer reviews	0.67	1	0.413
Peer/Friends reviews	1.964	1	0.161
local or regional content	4.024	1	0.045
Subtitles or dubbing	1.873	1	0.171

a Kruskal Wallis Test
b Grouping Variable: Present Residence

Ranks

Present Residence		*N*	*Mean Rank*
Price	Rural	150	150.95
	Urban	149	149.04
	Total	299	
Content library	Rural	150	159.97
	Urban	148	138.89
	Total	298	
User interface	Rural	150	155.84
	Urban	149	144.12
	Total	299	
Customer reviews	Rural	150	153.39
	Urban	148	145.55
	Total	298	
Peer/Friends reviews	Rural	150	156.71
	Urban	149	143.24
	Total	299	
local or regional content	Rural	150	159.64
	Urban	149	140.30
	Total	299	
Subtitles or dubbing	Rural	150	156.50
	Urban	149	143.46
	Total	299	

H0: *There is no significant difference in the satisfaction derived from OTT platforms among urban and rural students, regardless of various factors like content available, updates, diversity of content, download feature, uninterrupted viewing experience, curation of content, recommendations, personalization, and overall satisfaction.*

H1: *There is a significant difference in the satisfaction derived from OTT platforms among urban and rural students, regardless of various factors like content available, updates, diversity of content, download feature, uninterrupted*

Table 5: Kruskal Wallis Test on Satisfaction

Ranks

Present w		*N*	*Mean rank*
The content available	Rural	150	153.06
	Urban	149	146.92
	Total	299	
The OTT platform regularly updates its content library	Rural	150	155.48
	Urban	149	144.48
	Total	299	
Streaming quality of videos	Rural	150	160.77
	Urban	149	139.15
	Total	299	
The variety and diversity of content	Rural	150	155.70
	Urban	149	144.26
	Total	299	
Feature of download content & watch later	Rural	150	154.11
	Urban	149	145.86
	Total	299	
Uninterrupted viewing experience.	Rural	150	150.93
	Urban	148	148.05
	Total	298	
Content curation based on specific genres, themes, or interests	Rural	150	148.00
	Urban	149	152.02
	Total	299	
Feature that offers personalized recommendations	Rural	150	163.96
	Urban	149	135.95
	Total	299	
Overall, I am satisfied	Rural	150	155.47
	Urban	149	144.49
	Total	299	

Test Statistics[a,b]

	Chi-Square	*df*	*Asymp. Sig.*
Content available meets my expectations.	.462	1	.497
Regular update its content library	1.407	1	.235
Streaming quality of videos	5.125	1	.024
Variety of content available	1.464	1	.226
Feature of download content & watch later	.736	1	.391
Uninterrupted viewing experience.	.091	1	.763
OTT platform content curation based on specific genres, themes, or interests	.180	1	.672
Offering personalized recommendations	8.629	1	.003
Overall, I am satisfied	1.338	1	.247

a. Kruskal Wallis Test

b. Grouping Variable: Present Residence

viewing experience, curation of content, recommendations, personalization, and overall satisfaction.

The Kruskal-Wallis test (Table 5, Table 5: Kruskal Wallis Test on Satisfaction) was conducted to evaluate whether there is a significant difference in the satisfaction derived from OTT platforms between rural and urban respondents, based on various aspects of their viewing experience.

The results reveal two statistically significant differences, providing support for the alternative hypothesis:

- Streaming Quality of Videos shows a significant difference (*Chi-Square* = 5.125, $df = 1$, $p = 0.024$). The mean rank for rural respondents (160.77) is notably higher than that for urban respondents (139.15), suggesting that rural users place greater value on high-quality video streaming and perhaps face more challenges related to connectivity, making video quality a more impactful factor in their satisfaction.
- Personalized Recommendations also shows a highly significant difference (*Chi-Square* = 8.629, $df = 1$, $p = 0.003$). Rural respondents again report a higher mean rank (163.96) compared to urban users (135.95). This suggests that rural viewers may find personalized content suggestions more helpful or may rely on them more due to limited awareness of broader content choices.

The remaining variables, such as content availability, regular updates, variety and diversity of content, download and watch later feature, uninterrupted viewing, content curation, and overall satisfaction, show no statistically significant differences ($p > 0.05$). These findings indicate that for most standard features, both rural and urban users experience similar levels of satisfaction.

Discussion & Conclusion

The findings of this study offer valuable insights into how rural and urban youth in Mysuru consume and engage with OTT platforms. While some aspects of OTT usage are consistent across groups, such as time spent watching content, device preferences, and subscription sharing there are distinct differences in what drives platform selection and satisfaction.

Rural youth place greater emphasis on the availability of a rich regional content library and regional language offerings. These findings suggest a strong cultural and linguistic affinity that shapes content preferences in rural areas. The importance of personalized recommendations is also notably higher among rural users, indicating that they rely more on curated suggestions to navigate vast digital libraries.

Similarly, rural respondents show a stronger preference for good streaming quality, possibly due to infrastructure constraints, which make uninterrupted and high-quality streaming especially valuable. While price, user interface, and peer reviews matter to all users, they do not differ significantly between rural and urban groups, suggesting that affordability and ease of use are universal concerns.

OTT platforms have transformed how young people across geographies consume content, but their motivations and satisfaction levels are shaped by their unique realities. These insights highlight the need for platform providers to move beyond a one-size-fits-all approach and instead cater to the diverse expectations of their users. By investing in regional content, improving content discovery, and enhancing streaming reliability, OTT services can better engage audiences across the digital divide.

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