**Future-Proofing Entertainment: Navigating Market Changes in Television and Internet Video Services through Predictive Modeling**

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**Abstract**

This research investigates the further prospects of TV and internet video services in the dynamic Yemen market by analyzing the factors that influence their use and engagement. This research expands its framework by including the combined concept of absorption and employ oftechnologies, and the idea of technology disruptions and systems improvementadding an entertaining bend to the analysis. Its purpose is to investigate the connection between the intention to use and the behaviour of interacting with the material. The research subjects were answered by a group of 400 academic graduates. In contrast to previous studies, this study discovered that only the Perceived Ease of Use (PES) is effectively connected with the desire to use online video services. However, it also revealed a significant optimistic connection between customer quality Online Flow Experience (OFE), Perceived Behavioural Control (PBO), and Instrumental Orientation (IR), the purpose to employ internet video services. Findings indicate a decline in TV viewership, while the limited amount of available money may pose a significant obstacle to the expansion of video platforms. This study provides vital insights into the evolving consumer behaviour inside Yeman's media network at a period of minimal investigation.

**Keywords:** Instrumental Orientation (IR), Television, Online Flow Experience (OFE), Internet Videos, Perceived Ease of Use (PES), Perceived Behavioral Control (PBO).

**1. Introduction**

The television and internet video services industry has seen a significant transformation in recent years, driven by technology improvements, changing customer demands, and rapid innovation. At the current junction of conventional transmission and the digital frontier, the business is faced with the challenge of adapting to a complex array of market developments that fundamentally alter the processes of content creation, distribution, and consumption [1]. To successfully navigate this path, one must possess a deep comprehension of the complex factors influencing this ever-changing environment, and the ability to anticipate and take advantage of new prospects. The rapid ascent of streaming platforms is one of the most significant changes in the television and video services business. Conventional cable and satellite television, which used to dominate the market, are now seeing fierce challenges from on-demand streamed companies that provide a wide range of programming that can be accessed at the viewer's leisure. Entertainment streaming platforms like as Netflix, Amazon Prime Video, Hulu, and Disney+ have caused significant disruption in the business, introducing a new age where consumers have unparalleled autonomy in determining consume content [2].

Technological progress is crucial in influencing the dynamics of the industry. The widespread availability of high-speed internet, the introduction of 5G connection, and the ongoing enhancement of streaming techniques have facilitated the smooth transmission of material across many devices. Virtual Reality (VR) and Augmented Reality (AR) are rapidly developing technologies that have the potential to revolutionize the way we view and interact with material, providing highly immersive and engaging experiences [3]. The amalgamation of technology and content production paves the way for new avenues in narrative development and audience involvement. With the market experiencing rapid changes, conventional revenue structures are being questioned. Advertising-supported entertainment streaming services operate alongside subscription-based models, and it is crucial to strike a careful balance to maintain long-term profitability. The emergence of ad-free subscription designs, exemplified by Netflix, poses a threat to the conventional ad-supported TV paradigm, compelling marketers to reconsider their approaches [4]. Meanwhile, streaming platforms are actively exploring novel sources of income, such as incorporating merchandise sales, hosting live events, and expanding their presence in other markets.

The distinction between conventional broadcasters and entertainment streaming companies is becoming more blurry, a sign of the merging of television and online video services. Not only are legacy media businesses adjusting to the new reality, but they are also becoming involved in the digital revolution. They are trying to maintain their current subscriber base while taking advantage of the huge potential of the internet streaming business, hence several have started their own streaming services [5]. The internet's ability to transcend national boundaries has propelled video and television broadcast entertainment shows to a worldwide audience. Streaming services are competing for viewers all across the world, not just in their own countries [6]. With cultural sensitivity, regional preferences, and varied market landscapes to negotiate, the globalization of content presents both possibilities and obstacles. Platforms that succeed are those that manage to serve to a wide audience while still being sensitive to regional preferences [7].

Market participants confront complex possibilities and threats as consumer behaviours are always changing [8]. More money is going into production and collaborations to meet the soaring demand for unique and exclusive content. There is a content arms race going on among entertainment streaming services as they compete to get their hands on the next big movie or TV show that will captivate viewers across the world. At the same time, established broadcasters are looking for new methods to stay relevant, such as developing hybrid models that mix linear TV with on-demand streamed and making use of their huge collections [9, 10].

This research investigates the further prospects of TV and internet video services in the dynamic Yemen market by analyzing the factors that influence their use and engagement.

There is a list of related works in Section 2. In Section 3, the recommended methods are presented. The findings are presented in Section 4. The discussion is presented in section 5. The conclusion is presented in section 6.

**2. Related works**

Study [11] presented a model that analyzed customer and producer behaviour to quantify the deviations in product quality that occur in marketplaces for paid television services that were not fully competitive. The concept of performance overprovision suggested that cable consumers would desired to had smaller cable packages with inferior quality but at a reduced price result in a twofold gain in consumer excess for the typical consumer.

Research [12] examined a people television interacted with advertising television, evaluating the resulting impact on market dominance. The findings indicated a decrease in the market position of public television across all nations, with the exception of Germany.

Author [13] examined the impact on the welfare of the vertical cooperation of “regional sports networks (RSNs)” with content providers in the multiple television industries of the United States. They employed these estimations to assess the effects of replicated vertically merged and disposals of RSNs on innovation and welfare. Additionally, they evaluated the effectiveness of regulatory regulations implemented by the United States.

Article [14] investigatedthat “Over-The-Top (OTT)”entertainment services in prominent nations with a significant television market often used localization planning, partnership tactics, content distinction strategy, revenue improvement strategy, and service optimization approach. Consequently, it has been shown that the rise in fixed broadband subscribers had a numerically substantial influence on the growth of market concentration in the pay-TV industry and the trend of cord-cutting. However, the revenues generated by OTT services do not had an effect.

Paper [15] investigated the correlation amongProduct Efficiency, customer happiness, and behavioural intentions in the “pay television (pay TV)” business. Additionally, it analyzed the impact of switching obstacles on forecasting consumer behaviour. The findings indicated that there were favourable associations among service performance, customer fulfillment, and behavioural intentions.

Study [16] investigatedanonline video-sharing platform, that was widely used internationally as a valuable resource for knowledge on scientific and environmental concerns. The result indicated YouTube, a widely popular online video-sharing platform, was widely used internationally as a valuable resource for scientific and environmental knowledge.

Research [17] analyzed the publicly accessible industry records, trade media protection, and CEO statements to investigate the role of conventional television programme marketing in “subscription video-on-demand (SVOD)” platforms, specifically focusing on Amazon and Netflix. The endeavours of Amazon to construct a streaming service while using network identity personalities, and the aspirations of Netflix to develop its own brand by disregarding such identities, highlighted the need to observe modern television branding as a continuous struggle between existing and emergent practices.

Article [18] investigated the expansion of the internet has given rise to emerging "attention markets," where individuals dedicated more and more duration toabsorbing internet material. However, the neurobehavioral processed that underlie involvement in these markets had not been fully explored. These results expanded the existing Neural estimating concept and methods by demonstrating that the activity in brain areas associated with anticipating emotions before starting to watch a video might predict how much time people would spend on it in a real-world online attention market.

Paper [20] examined the elements that had influenced Indian consumers to transition from TV serials to online drama. Their research was done before the implementation of the lockdown measures and hence its findings were not influenced by the subsequent impacts of the lockdown.

The Perceived features include PU, RD, PES, and CY. According to the research, the research proposes the subsequent hypothesis:

Hypothesis 1 (H1): There is a positive correlation between the perceived qualities of VPs and the purpose to employ them.

Hypothesis 2 (H2): There is a negative correlation between the perceived qualities of VPs and the purpose to employ television.

Hypothesis 3 (H3): The purpose of employing video platforms will be favourably correlated with customer features.

Hypothesis 4 (H4): Interactional behaviour with the material will positively correlate with VP's purpose to employ.

Hypothesis 5 (H5): Interactional behaviour with the material has a negative correlation with TV usage purposely.

**3. Methodology**

**3.1Theoretical Structure**

The structure analyses the Correlation(C) among the perceived features of video platforms (VP) and customer features of public propensity to employ VPs and Television in the Yemen industry. The key features of VPs are “perceived substitutability (PU)”, “relative advantage (RD), perceived ease of use (PES), and compatibility (CY)”, whereas customer traits comprise “ritualistic orientation (RR)”, IR, “subjective norms (SO)”, “perceived behavioural control (PBO)”, and OFE. The research examines further the correlation between the intentions to use “virtual private networks (VPNs)” or “traditional television (TV)” and material consumption patterns. The use and engagement with material behaviour include the duration spent on the utilization of television or video platforms.

This study proposes to identify the specific features of the VP and consumer factors that have a significant impact on teens' purpose to employ VPs and TV. Furthermore, it analyses the correlation betweenthe employment of VPs or TV and material behaviour. Fig.1 depicts theTheoretical Structure.



**Figure 1. Schematic Flow of Theoretical Structure**

**3.2 Perceived features**

**3.2.1 PU**

The current discussion revolves around whether a new medium can replace or precedes existing media, particularly when the new channel offers similar functionality as the old one. To perceive the impact of a novel media on a preexisting one, it is crucial to analyze customer perspectives about the Modern channel and its potential to substitute the current one.

**3.2.2 RD**

Another determinant is the RD, which refers to the degree to which an innovation is seen as an enhancement over a previous channel. When the RD of a modernsubstance is better than that of the old one, customers choose the innovative alternative. Investigators have also discovered that RD, or resistance to change, is a substantial indicator of when the public chooses to embrace a Modern transmission channel.

**3.2.3 PES**

The PES was identified as the most influential factor in determining audience choices to use an internet-based product. PESrelatesto the extent to which audiences perceive the employ of a certain method as being devoid of physical and mental exertion.

**3.2.4 CY**

CY is regarded as a crucial factor in determining audience willingness to embrace a novel internet-based technology. The amount of accordance between the new technology and prior experiences is referred to as CY. The study discovered that the CY of VPs reduces the probability of television use. It also revealed that the modern structure is not aligned with the conventional system. Consequently, those who regard VPs as consistent may view television as inconsistent with their opinions and perspectives.

**3.3 Customer features**

The Customer features involve IR and RR, SO, PBO, and OFE.

**3.3.1 IR and RR**

The IR variable focuses on audience engagement and the level of interaction with various media outlets. The concept may be categorised into two distinct typessymbolic television employ, which refers to the employof television as a means of filling time without regard to the material, and instrumental television use, which involves purposeful and selected engagement with media for the purpose of accessing particular material. Research on media consumption patterns comparing television and the internet provides varying outcomes. Several studies have shown that the Internet is mostly used for practical purposes, while others have concluded that there is no notable distinction between instrumental and recreational internet usage. The relationship between RR and IR in the context of consuming video material is positively correlated with the purpose of employing television.

**3.3.2 SO**

Research has also shown that the SO variables have a significant and advantageous impact on the incentive to use a specific innovation, given that social variables have a favourable effect onpeople's utilization of ICT. This indicates that watching video material is often regarded as a popular means of social engagement and social absorption.

**3.3.3 PBO**

PBO refers to individuals' belief in their ability to participate and actively engage in certain behaviour, as well as their possession of the necessary resources for such involvement. Multiple studies have shown it as a significant determinant of user engagement on digital platforms. The perceived enjoyment of virtual personalities is directly correlated with the user's desire to interact with virtual personalities.

**3.3.4 OFE**

It was discovered that OFE is an additional factor that influences audience behaviour. When a website enables the OFE service, it leads to an increase in the frequency and length of users' visits to the website. There is a favourable correlation between the OFE and satisfaction levels. The OFE has a beneficial effect on the desire to embrace online gaming.

The Theoretical Structure examines the correlation between the purpose of employing VPs and TV with the actual employment and engagement (such as watching, collaborating, and producing) with the material.

**3.4. Statistics Gathering and Testing**

This investigation used a statistical research methodology by creating an evaluation to gather data from 400 graduates who are now registered at one of the primary private institutions in Yemen. The purpose was to comprehend their utilisation habits and examine these behaviours influence public material behaviour. Prior to distributing the main research, a pretest was conducted to confirm the dependability of the concepts and to assess the language and flow of the responses to avoid any potential confusion or ambiguity. Statistics for hypothesis evaluating were gathered between Apr and Dec 2019, and clearance was obtained from the institutional review board (IRO). A total of 400 replies were obtained. For a community of 1,000,000, a sampling number of 390 is appropriate. Additionally, the sample number may be determined by multiplying the amount of factors in the tested models by 10. This research has 20 factors hence a sampling number of 200 may be employed. The age varies from 19 to 23 years. The proportion of male students among the participants was 67%, while the proportion of female students was 33%.

Television material refers to content specifically produced for broadcasting on television networks or additional material available on online platforms. Other competent material includes content developed by individuals through various communication mediums such as short videos, trailers, and marketing positions. In this investigation, the word qualified pertains to the source of the material rather than its quality. For instance, we consider a video interaction accessible on a newspaper's website in this category, regardless of its state. The video blends Utilizing material produced by individuals, these are the results of video blends generated by individuals via methods such as dubbing or altering the language of a movie. Amateur film Videos produced by beginners are sometimes referred to as home videos.

**3.5 Mathematical analyses**

The assumptions suggested in the models were tested using Structural Equation Modeling (SEO). Prior to doing the structural method analysis to examine the association among the independent factors, intermediate factors, and dependent factors, an evaluation of the model fit for the assessment models was performed. Furthermore, “generalized linear multiple regression analysis (GLU)” was conducted to determine the “correlation coefficients (CC)” among the various factors.

The correlation between one dependent factor and two or more independent factors was assessed by multiple regression analyses utilizing the IBM SPSS program. Method Evaluation is a kind of multiple regression mathematical analysis and is considered a specific instance of SEO. The approach used is CA-SEO, which stands for “(covariance-based structural equation modeling)”.

**3.5.1 Combined Durability and Validation Evaluation**

Table 1 shows the Parametric numbers for every design on the Left Side of the Method (LSOM), which includes the factors of perceived features of VP and customer features, as well as the regulating factors of purpose to employ. It also includes the qualitative information for the constructs on the Right Side of the method (RSOM), which consists of the regulating factors of purpose to employ and the dependent factors of use and interaction with the material.

**Table 1. Parametric numbers (N = 410)** (Source: author)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Structures** | **Factors** | **SD** | **Structures** | **Factors** | **SD** |
| Perceived features of Internet Video Service | Perceived adaptability | 1.07 | employ | TV viewing duration | 0.83 |
| RD | 1.23 | Time spent using the internet and viewing online videos | 1.26 |
| PES | 1.27 | watching | Multiscreen watching and TV involvement | 0.80 |
| CY | 1.23 | Category of material noticed | 0.79 |
| Customer features | RR | 1.21 | collaborating | collaborating views | 1.48 |
| IR | 1.17 | collaborating Videos material | 0.83 |
| SO | 1.28 | producing | Videos material development | 1.10 |
| OFE | 1.26 | Videos Blend | 0.82 |
| Purpose to employ | Purpose to employ of Internet video service | 1.34 | Purpose to employ | Purpose to employ of Internet video service | 3.89 |
| Purpose to employ TV | 1.36 | Purpose to employ | 1.36 |

Table 2 demonstrates a high level of dependability and satisfactory independent constancy for both categories. (Values >.6 are acceptable)are considered acceptable. Based on the results of the dependability evaluation, it can be inferred that the measures used in this investigation are dependable for collecting data related to the constructs outlined in the Theoretical Structure. Parallel relevance may be confirmed when the loadings for both the LSOMandRSOM exceed the benchmark of 0.7. Table 3 shows the Network for the RSOM.The findings have established the assessment as a dependable and accurate tool for the specific purposes of this investigation. Table 4 shows the matrices of the LSOM.

**Table 2. Dependability Cronbach's Alpha** (Source: author)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Structures** | **Factors** | **Structures** | **Factors** | **Dependability** |
| Perceived features of Internet Video Service | PU | employ | TV viewing duration | .659 |
| RD | Time spent using the internet and watching online videos | .654 |
| PES | watching | Multiscreen watching and TV involvement | .594 |
| CY | Category of material noticed | .588 |
| Customer features | RR | collaborating | collaborating views | .635 |
| IR  | collaboratingVideos material | .581 |
| SO | producing | Videos material development | .598 |
| OFE | Videos Blend | .632 |
| Purpose to employ | Purpose to employofInternet video service | Purpose to employ | Purpose to employofInternet video service | .626 |
| Total |  | Total |  | .622 |

**Table 3. Anti-Image Correlation Network for the RSOM** (Source: author)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Factors (Structures) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 1. employ – TV viewing duration | .456 | — | — | — | — | — | — | — |
| 2. employ– Time spent using the internet and watching online videos | .130 | .742 | — | — | — | — | — | — |
| 3. watching– Multiscreen watching and TV involvement | .013 | −.213 | .798 | — | — | — | — | — |
| 4. watching – Category of material noticed | −.113 | −.197 | −.183 | .814 | — | — | — | — |
| 5. collaborating – collaborating views | .024 | −.073 | −.022 | −.077 | .94 | — | — | — |
| 6. collaborating – collaborating Videos material | −.020 | −.036 | −.298 | −.335 | −.231 | .786 | — | — |
| 7. producing – Videos material development | .069 | −.015 | −.040 | −.124 | −.022 | −.177 | .765 | — |
| 8. producing– Videos Blend | −.095 | .115 | −.235 | .032 | −.032 | .049 | −.363 | .638 |
| 9. Purpose to employonline | .178 | .022 | −.011 | −.134 | −.054 | −.019 | −.142 | .015 |
| 10. Purpose to employTV | −.331 | .116 | −.069 | .011 | .046 | −.098 | .032 | .049 |

**4. Results and Evaluation**

**4.1 Statistical evaluation**

It is crucial to acknowledge that the use of both theories provided a comprehensive understanding of the reasons and methods by which Yemen consumers employ the online or television for video material consumption. By using SEO techniques and computing the route coefficients, the model accounted for 65.1% of the variability in the Purpose to employVPs and 23.3% of the variability in the Purpose to employtelevision.

The current research used the perceivedfeatures of VPs, PU, RO, PES, and CY, as well as Perceived customer feature, namely, RO, IR, SO, PBO, and OFE, to assess the Purpose to employtelevision and VPs, considering their coexistence in the market.

**4.1.1Purpose toemployVPs**

Ultimately, using Pearson's correlation analysis revealed a favorable and statistically significant link between the perceivedfeatures of VPs and the Purpose to employ VPs.The connection between perceived customer features and Purpose to employ VPs is favorable and statistically significant at 0.719.The number is 760\*\*. Table 4 shows the Purpose to employ VPs.

**Table 4. the Purpose to employ VPs (Source: author)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Statement** | **Elements** | **Correlation (c)** | **Significance (p-value)** |
| Regarding the Purpose to employ virtual private networks (VPNs) | Perceived features of VPs | 0.3499\*\* | p < .01 |
| Perceived features of customers | 0.507\*\* | p < .01 |
| Additional examination of the elements comprising the Observed features of VPs | PES | 0.252\*\* | p < .01 |
| In contrast, the examination of the elements of perceived customer features indicated that three elements | IR | 0.243\*\* | p < .01 |
|  | PBO | 0.263\*\* | p < .01 |
|  | OFE | 0.375\*\* | p < .01 |

**4.1.2 Purpose to employTV**

Regarding the Purpose toemployTV, the SEO discovered that perceivedcustomertraits$(c = 0.567\*\*, p < .01)$ had a positive correlation with the Purposetoemploy TV.

Additional examination of the elements comprising the perceivedcustomercharacteristics examined that there is a significant positive connection between SO$(c = 0.304\*\*, p < .01$) and PBO $(c = 0.271\*, p < .05)$ with the use of TV. This statement challenges the premise that there is a negative relationship between functional watching orientation and the Purpose to employtelevision. There was no discernible correlation between any of the VPs' observable traits and their inclination to watch television.

Employing Pearson's correlation analysis, it was determined there is a positive and essential correlation among the perceived features of VPs and the Purpose to employTV, with a CCof .334\*\*. Additionally, there is also a positive and essential correlation among the perceived customer features and the Purpose to employTV, with a CCof .450\*\*. Above this are the CCfound for the Purpose to employVPs.

Age and gender do not quantitatively influence the correlation between the VPs' observable traits, the customers features noticed, and the Purpose to employ the VPs or TV, according to an analysis of their regulatory effect.

**4.1.3 Employ and Connection with material characteristics**

Ultimately, the frequent analysis yielded more understanding of customer behaviour in relation to the Serve and Connection with material features. Approximately 62% of the participants said that they spend less than 2 hours per day watching television, but 50% of them reported spending more than 5 hours per day browsing the internet. The development of internet browsing has had a profound impact on the viewing habits of individuals. A notable 31.6% of respondents have completely ceased watching television, while a considerable 62% now allocate less time to TV consumption. Ultimately, 41% of participants engage in the act of consuming television programming on the internet at least once a day, and 34% do so at least once a week.

Music (54.1%) and comedy (45.7% of all views) are the most popular genres among those who watch at least one video online every day. Also, among those who watch at least one video online every day, the most popular genres are music (22.6%) and comedy (39.8%).

A half of internet users do it at least once a week, and a half do it at least once a month. At least 32.1% of internet users share videos online at least once daily, and 32.6% do so at least once weekly. Social networking applications like Facebook and Twitter account for 51.7% of material collaborating, while instant communication apps like WhatsApp account for 33.8%.

In terms of engaging with information, 31.8% of people said they would use the like/dislike buttons at least once a day, while 26.5% said they never do. Of those that see material, only 10.7% would remark on it at least once a day, and 50.2% would never comment at all.

While watching television, many people utilise several screens at once. For example, 69.3% of respondents employ their computers, and 28.5% utilise their cellphones. They engage in non-audiovisual pursuits unrelated to the TV show they are seeing (36.6% of the time) and watch other videos at the same time as the show they are watching (21.9% of the time). Lastly, half of the people who took the research had never recorded a video to share online, and even more have never mixed a film using professional graphics or audio.

**5. Discussion**

The findings confirm the hypothesis that there is a substantial negative association between TV watching duration and purpose to employ VPs because they indicate that individuals are watching less TV. Although there is no significant association between the purpose toemployVPs and videos blends or alteration, there is a substantial positive correlation between the purpose to employVPs and collaborating views, collaborating, and video material production for entertainment purposes. It has been discovered that those who employ VPNs and watch less television also spend more time browsing and viewing videos online.

The findings indicate that although conventional television in Yemen is not going away, it is certainly experiencing many difficulties, particularly in light of the fact that TV programming networks were unable to establish a presence on the new platforms due to their inability to adjust to the recent developments. If not, conventional TV would eventually disappear and become outdated. With the evolution of technology and customer consumption, conventional television began to fade into the background. Due to Yemen's low accessible income and the fact that traditional TV is still popular among older generations, it may take some time before it is replaced. As a result, the country's online video consumption is increasing, but at a slower pace than that of other developed nations. It is imperative for traditional transmitting networks to devise strategies and elements of entertainment to appeal to younger generations and accomplish them on the websites they utilise, as the various packages created by telecommuting and video services draw more viewers to online platforms. This is in line with the platform evolution concept and technology change, which contends that emerging technologies do not always indicate the creation of new ones but rather pose a danger to the market's required participants.

**6. Conclusion**

This study uses predictors to assess usage and interaction as it anticipates the development of TV and internet video services in Yemen's dynamic market. The investigation demonstrates that the PES is the only variable that shows a positive correlation with the purpose to employonline video platforms, outperforming earlier results. Remarkably, IR, PBO, and OFE also demonstrate substantial positive correlations with the desire to use these services.The investigation, which included 400 academic graduates, provided insights into changing consumer behaviours, including a decrease in conventional television watching.Nonetheless, the research highlights a realistic obstacle to the expansion of video services, namely the difficulty presented by limited disposable funds in the dynamic Yemen media environment.The findings confirm the hypothesis that there is a substantial negative association among TV viewing time and purpose to employ VPs because they indicate that individuals are watching less TV.This study presents insightful information on how customer behaviour is evolving inside Yemen's research-weak transitioning media structure.Constraints include the necessity for a strong infrastructure, changing media consuming choices, and rapid technology improvements. Future developments in personalised media distribution, VR, AR and flawless cross-platform interaction along with engaging entertainment content. Sustained innovation will lead to improved user experiences and provide new opportunities for industry growth.

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