

# Chapter 9

## Digital Transformation Initiatives for Enhancing Customer Experience in OTT Video Platforms

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### ABSTRACT

*The rise of Over-the-Top (OTT) video platforms has transformed the way users access and interact with video content. With growing competition, it is crucial for OTT providers to improve customer experience. This chapter integrates digital transformation initiatives tailored to OTT video platforms to enhance the customer experience in the agile market. The growth of OTT video platforms depends on their ability to formulate digital transformation strategies to enhance customer experience. The key digital transformation initiatives implemented by OTT platforms to enhance the customer experience are personalisation, content curation, social media interactivity, user interface optimisation, community building, technological innovation, optimisation of monetisation plans, multi-device integration, interactive initiatives, and customer support. This chapter highlights the importance of digital transformation initiatives for meeting consumers evolving preferences and demands. This chapter offers actionable guidelines for OTT video platforms seeking to thrive in a dynamic digital landscape.*

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# 1. INTRODUCTION

OTT video platforms focus on offering on-demand video content directly to the users (Gupta & Singharia, 2021). OTT video platforms have grown over the years, capitalising on the growing availability of high-speed internet (Menon, 2022). Over the past decade, the OTT video industry has experienced exponential growth and change driven by advances in digital technology, increasing internet penetration, and shifting consumer preferences (Kour & Chhabria, 2022). The rise of OTT platforms has revolutionised entertainment, offering viewers access to a wide range of content at their fingertips (Shin & Park, 2021). OTT video platforms have disrupted traditional media consumption patterns (Papathanasopoulos & Varoutas, 2022). OTT market size in India was valued at \$121.61 billion in 2019 and is projected to reach \$ 1,039.03 billion by 2027, growing at an annual compound growth rate of 29.4% (Allied Market Research, 2020). The market landscape is characterised by a mix of global players, such as Netflix and Amazon Prime Video, as well as domestic players like Jio Cinema, Disney+ Hotstar, ZEE5, Sony LIV, and MX Player, among others (Nafees et al., 2021). Looking ahead, the Indian OTT market is poised for continued growth and innovation, driven by factors such as increasing smartphone penetration, rising disposable incomes, evolving consumer preferences, and technological advancements (Chanda & Islam, 2024)

With the emergence of new players, evolving content consumption habits, and shifting competitive dynamics, the market is expected to become more fragmented in the coming years (Baccarne et al., 2013). The OTT industry is fiercely competitive. Companies invest heavily in content creation, technology, and user experience to retain subscribers (Periaiya & Nandukrishna, 2023). In the modern digital era, where numerous options are available, the distinguishing factor for OTT platforms lies in their ability to provide exceptional customer experiences (Sadana & Sharma, 2020). OTT video platforms use different strategies for enhancing customer experience (Tran et al., 2020). Platforms have devised digital initiatives to retain customers (Ajith T & P, 2023).

Digital initiatives for agile marketing have become game-changers for OTT video platforms, enabling them to stay competitive and adaptable in a fast-changing digital world (Li, 2017). Drawing from the principles of agile methodologies in software development, agile marketing strongly emphasises customer-centricity, iterative progress, and adaptability (Moi et al., 2019). This approach is particularly well-suited for the ever-changing landscape of OTT services. Digital transformative initiatives in agile marketing can enhance responsiveness, collaboration, efficiency, and customer experience (Shashi et al., 2020). OTT platforms have come up with different strategies and digital initiatives like personalisation, content curation, social media interactivity, seamless user experience, community building, technological

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