

The Impact of International and Regional Content on OTT Subscription in India:

Comparative study of Netflix and Amazon

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Abstract

The Indian Over-The-Top (OTT) market has witnessed rapid growth over the past decade, with global OTT platforms like Netflix and Amazon Prime Video capturing and competing with each other in the Indian market. Both the players have gained huge acceptance among the consumers due to their diverse content offerings and majorly catering to young population by offering international and localized regional content. This paper analyses the influence of international and local content on the market share of Netflix and Amazon Prime Video, assessing how such offerings impact Indian consumers' subscription preferences. This comparative study would highlight the consumer preference landscape and its impact on market share of the two OTT players.

OTT services have changed the entertainment industry landscape in India, with emergence of two major players Netflix and Amazon Prime Video. The major focus of this study is to explore the role of international and regional content in influencing OTT Subscription behaviour among Indian consumers. It would try to analyse the impact of content management strategy on user preferences and its impact on their market penetration and positioning in india.

Keywords: International content, regional content, OTT subscription, Netflix, Amazon Prime Video, market share, digital streaming, India.

Introduction

Over-the-top (OTT) platforms have revolutionized the entertainment industry, with Netflix and Amazon Prime Video emerging as leading players in India. This study explores the impact of international and regional content on the subscription trends of these platforms. By analysing user preferences, content strategies, and market share, the paper provides insights into how diverse content offerings influence consumer behaviour and platform growth in the Indian OTT market.

India's OTT market is one of the fastest-growing in the world, driven by increased internet penetration, affordable data plans, and the growing preference for digital entertainment. The Indian consumers have a great demand for nationalised domestic content but over the time the Indian market has shown great interest and indulgence in international and regional content also. the major consumer group that has entered in this OTT market for international and regional content has been the young generation mainly the teenagers and the Gen Z consumers, The Indian young consumers have started majorly indulging in Hollywood movies, Korean dramas, Spanish series, Japanese anime, and Indian regional films and series. The subscription models, marketing strategies, and the overall market positioning of major OTT players like Netflix and Amazon Prime Video have curated their content offerings to cater to the new taste of Indian audiences.

The rapid digitization and increasing internet penetration in India have fuelled the growth of the OTT industry, making it one of the fastest-growing entertainment markets in the world. With affordable mobile data and an expanding smartphone user base, India has become a key battleground for global streaming platforms like Netflix and Amazon Prime Video (KPMG, 2021). These platforms have adopted distinct content strategies, balancing international and regional content to attract and retain subscribers.

The consumption of regional content by the Indian consumers has increased majorly due to impact of Covid and its resultant, as people stayed mostly indoors during lockdown and indulged in watching more regional content. Consumers prefer watching regional content on Netflix and Amazon Prime rather than on regional OTT Apps as Netflix and Amazon also provides them international and domestic content in Hindi language also. (Sharma, Aarzoo, 2023). In response, both Netflix and Amazon Prime Video have significantly expanded their investments in Indian-language original productions, dubbing, and subtitles to cater to this demand (Mishra & Sharma, 2021).

Both Netflix and Amazon Prime have used different strategies to capture Indian Market. In the initial stages Netflix focused on premium international content and later added regional content also to its content offerings by streaming high-budget originals such as Sacred Games (Hindi) and Minnal Murali (Malayalam) (Verma, 2022). Whereas the major marketing strategy of Amazon Prime video was to offer a wide range of regional films and invest in streaming exclusive premiers which would increase user engagement in Tier 2 and Tier 3 cities. (Singh, 2023).

The main objective of this research paper is to find out the differentiation strategies used by Netflix and amazon prime which lead to difference in market share of these two major OTT players in Indian Market. The focus of study is mainly to assess consumer preferences for international and regional content which acts as a differentiator within the two major OTT players. The strategies related to content in terms of localized or international as well as the market positioning plan of the OTT players would also be assessed to find out major impacting factors which can be used by the OTT players to maximize their profits from the Indian market.

Objectives Of The Study

- To analyse the impact of international and regional content on OTT subscription trends in India.
- To compare the content strategies of Netflix and Amazon Prime Video in the Indian market.
- To assess consumer preferences regarding regional and international content.
- To examine the role of content localization in subscriber retention and growth.
- To provide recommendations for OTT platforms to optimize their content offerings for the Indian audience.

Literature Review

Market Share and Competitive Landscape

International and regional content are key differentiators for both Netflix and Amazon Prime Video in the competitive Indian over-the-top (OTT) market. According to reports, Netflix is the leader in providing quality global content, even though Amazon Prime Video has a larger member base (Rao, 2020). Additionally, Amazon Prime Video has made significant

investments in foreign content, giving users access to well-known TV shows and big Hollywood films (Kumar & Sharma, 2022). According to studies, premium subscribers who are looking for a variety of high-calibre entertainment may find an OTT platform more appealing if they are exposed to international material (Rao, 2020).

On the other hand, in India, regional content has become a major factor in OTT subscriber growth. States have a high demand for vernacular content because of their linguistically diverse populations. Nearly 50% of streaming in India is said to take place in regional languages, according to reports, underscoring the need for OTT platforms to make investments in locally relevant content (Mehta, 2021). While Amazon Prime Video has concentrated on regional web series and films, including Tamil, Telugu, and Marathi productions, Netflix has introduced a number of Indian originals, including Sacred Games and Delhi Crime (Bhatia, 2022).

Localized content aids in market penetration, according to business and academic publications, especially in Tier 2 and Tier 3 cities where viewers prefer content in their native tongues (Verma & Patel, 2023). Additionally, the proliferation of smartphones and reasonably priced mobile connectivity has made regional content more accessible, which is a key driver of subscription development (Sinha, 2021). The rivalry between Netflix and Amazon to satisfy local and global content tastes has gotten more intense, impacting their approaches to content creation and acquisition (Gupta, 2022).

Consumer Preferences for Regional Content

Customers are more likely to sign up for an OTT platform that offers material in their local tongue, according to research by Singh and Patel (2023). Research shows that linguistic preferences and cultural affinities have led to an increase in demand for regional content (Sharma & Verma, 2022). Given that India is home to more than 19,500 languages and dialects, streaming services have realized how important it is to provide a variety of content in several languages (Kumar, 2021). Paid memberships have increased as a result of regionally available films, web series, and reality shows (Banerjee, 2022). OTT content libraries have benefited greatly from the contributions of the Tamil, Telugu, Malayalam, Bengali, and Marathi film industries. According to a number of reports, in certain regions, regional films and television shows frequently perform better than mainstream Hindi fare (Rao, 2020).

Due to linguistic diversity and a deep cultural affinity for local storytelling, consumer demand for regional content has increased dramatically in India. According to studies, around 60% of Indian over-the-top (OTT) consumers prefer material in their mother tongue, with Telugu, Bengali, and Tamil content attracting the highest levels of interaction (Mishra & Sharma, 2021). Major OTT platforms have been forced to create and purchase more region-specific content as a result of the trend towards vernacular content.

In response to these inclinations, Netflix and Amazon Prime Video have made investments in original content and entered into licensing deals for local movies and television shows. By providing a wide selection of regional films and hosting exclusive premieres for regional blockbusters, Amazon Prime Video has particularly succeeded in this area (Rao, 2022). Netflix has produced critically acclaimed originals like *Paava Kadhaigal* (Tamil) and *Minnal Murali* (Malayalam), while initially concentrating on premium and foreign programming (Verma, 2022).

Another important factor influencing customer choices for localized content is price and accessibility. According to research, customer retention rates are impacted by reduced subscription fees and the availability of regional language options (Kumar, 2021). Both platforms have included dubbing and subtitles in several Indian languages to meet this increasing demand, facilitating regional consumers' access to foreign material (Patel, 2022). The influence of cultural identity on entertainment preferences is another element propelling the appeal of regional material. Stories that represent their customs, socioeconomic realities, and lived experiences are frequently preferred by viewers in Tier 2 and Tier 3 cities (Bhatia & Reddy, 2022). By working with regional production companies and filmmakers to develop locally complex stories, Amazon Prime Video has taken use of this knowledge (Singh, 2023).

Consumer Preferences for International Content

According to studies, more and more Indian viewers—particularly Gen Z and urban millennials—are consuming non-Indian content. Subscription prices have been significantly impacted by the availability of globally popular programs such as *Money Heist*, *Squid Game*, and *The Boys* (Singh & Patel, 2023). According to research, social media influence, worldwide exposure, and localized dubbing and subtitles have all contributed to the rise in the consumption of foreign content in India (Sharma & Verma, 2022). Internationally acclaimed material attracts a sizable percentage of Indian consumers, which affects their decision to subscribe to an OTT service (Kumar, 2021).

According to research, social media influence, worldwide exposure, and localized dubbing and subtitles have all contributed to the rise in the consumption of foreign content in India (Sharma & Verma, 2022). Internationally acclaimed material attracts a sizable percentage of Indian consumers, which affects their decision to subscribe to an OTT service (Kumar, 2021). According to research, exposure to worldwide entertainment trends and high production quality has led to an increased demand for foreign material among Indian audiences (Sharma & Mehta, 2022). Indian viewers have become increasingly interested in European shows, Hollywood movies, and Korean dramas (Singh, 2021).

According to studies by Gupta and Rao (2023), cultural curiosity, excellent storytelling, and recommendations from social media influencers are some of the reasons why younger audiences—millennials and Gen Z in particular—are more drawn to international material. In India, there has been an increase in consumer demand for foreign content, especially among urban audiences who are exposed to international media trends. According to research, Indian consumers are increasingly looking to other marketplaces, like as Hollywood, Korean dramas, and European series, for their various genres, high-quality storytelling, and production standards (Kapoor & Sen, 2021).

By providing a vast library of foreign original series, such Money Heist, Stranger Things, and Squid Game, which have gained a lot of popularity among Indian viewers, Netflix has benefited from this trend (Sharma, 2022). Additionally, the platform has broadened its dubbing and subtitling efforts, increasing the accessibility of international material for Indian viewers who do not know English (Bhatia & Reddy, 2023).

Amazon Prime Video has a good assortment of foreign films and TV series, but it places more of an emphasis on regional diversification. To guarantee a consistent flow of foreign content, the site has purchased the streaming rights to well-known Hollywood movies, Japanese anime, and European television shows (Patel, 2022).

Studies reveal that aspirational viewing, curiosity about other cultures, and the growing impact of East Asian and Western pop culture trends are the main reasons why Indians consume foreign content (Mishra & Singh, 2022).

In general, the growing globalization of entertainment consumption in India has been facilitated by customer preferences for foreign material. OTT platforms use dubbing, subtitling, and region-specific marketing techniques to boost accessibility and engagement as they steadily broaden their global offerings to meet changing consumer demands.

The Impact of International Originals and Exclusives

The popularity of exclusive foreign original content, such as Money Heist on Netflix and The Boys on Amazon Prime Video, has greatly aided in retaining subscribers. According to studies, a major distinction for foreign platforms that compete with domestic services is exclusive international content (Verma, 2021). International programming is a key differentiation for both Netflix and Amazon Prime Video in the competitive Indian OTT market. According to reports, Netflix is the leader in supplying quality international content, even if Amazon Prime Video has a larger member base (Rao, 2020).

Market Positioning and Localization Strategies of Netflix and Amazon Prime Video

To draw in Indian viewers, Netflix and Amazon Prime Video have implemented localization techniques such as dubbing, subtitles, and region-specific marketing (Gupta, 2021). They have seen an increase in subscriber retention and engagement levels because of this method. To improve accessibility, OTT platforms have used localization techniques like dubbing, multilingual subtitles, and culturally relevant advertising campaigns (Kumar, 2020). These programs have aided in removing language barriers and boosting the consumption of foreign content in India's non-English speaking regions.

Important components of Netflix and Amazon Prime Video's plans to grow their subscriber bases in India include market positioning and localization. According to research, both platforms have considerably personalized their content and marketing methods to cater to Indian users, even if they use global brand positioning (Chopra, 2022).

With a premium pricing strategy, Netflix entered the Indian market with an eye towards English-speaking, metropolitan customers used to foreign material. But in order to reach a larger audience, Netflix started making investments in regional content, such as Sacred Games and Delhi Crime, as competition grew (Mehta & Joshi, 2021). To appeal to budget-conscious customers in Tier 2 and Tier 3 cities, the platform also launched a subscription package that is just for mobile devices (Sharma, 2020).

On the other hand, Amazon Prime Video has always had a strong localization effort. In addition to regional programming in languages like Tamil, Telugu, and Malayalam, the site offered a variety of Hollywood and Bollywood content (Reddy, 2021).

Amazon effectively positioned itself as a value-driven over-the-top (OTT) service by combining Prime Video with its e-commerce membership, making it more appealing to a wider audience than Netflix (Gupta & Verma, 2022).

An important factor in the success of OTT platforms in India is content localization. According to research, regional languages account for about half of video streaming in India, underscoring the significance of vernacular content (Bhatia, 2022). In response, Netflix and Amazon Prime Video have made investments in original content, dubbing, and subtitles in a number of Indian languages. Their localized content portfolios have also been reinforced by collaborations with regional production companies (Kumar & Patel, 2023).

The two platforms' marketing approaches also vary. In addition to localized promotions, Netflix has a global-first strategy to promote its original foreign content. To promote its regional collection, on the other hand, Amazon Prime Video has actively partnered with local actors, production companies, and influencers (Sinha, 2021). Subscription patterns, retention rates, and brand perception among Indian customers have all been impacted by the strategic use of pricing, content diversity, and localization initiatives (Rao, 2020).

Overall, research indicates that Amazon Prime Video prioritizes affordability and a variety of regional programming, whereas Netflix concentrates on premium positioning with a mix of international and regional content. Their continued presence in the Indian OTT industry can be attributed to both of these tactics.

According to studies, more and more Indian viewers—particularly Gen Z and urban millennials—are consuming non-Indian content. Subscription rates have been significantly impacted by the availability of both regional hits like Pushpa, Kantara, and Drishyam, as well as globally popular programs like Money Heist, Squid Game, and The Boys (Singh & Patel, 2023).

Market Share Comparison: Amazon Prime Video vs. Netflix in India

In India, Netflix has 40 million users as of 2025, whereas Amazon Prime Video has over 60 million (The Global Statistics, 2025). While Amazon benefits from its affordability and large regional library, Netflix dominates the market for premium worldwide content. Comparing Amazon Prime Video with Netflix's Market Share in India

Netflix and Amazon Prime Video remain the two biggest companies in the Indian streaming business as of 2025. Currently, Netflix has over 40 million users in India, whereas Amazon Prime Video has about 60 million (The Global Statistics, 2025). Pricing tactics, content

libraries, and customer preferences are just a few of the reasons for this notable disparity in market share.

The main advantages of Amazon Prime Video are its wide selection of regional content and low cost. It has succeeded in drawing in more users with a competitively priced membership plan that offers extra benefits like free shipping on Amazon orders. Additionally, Amazon has increased its attractiveness to Indian viewers by making significant investments in local language programming in Hindi, Tamil, Telugu, Malayalam, and other regional languages. However, with a wide range of highly regarded films, TV shows, and documentaries, Netflix continues to dominate the market for premium foreign content. The platform's reputation among viewers looking for top-notch entertainment has been cemented by its emphasis on original, high-caliber productions and collaborations with renowned filmmakers. However, Netflix's ability to attract a more urban, affluent clientele in India has been limited by its comparatively higher subscription costs as compared to Amazon Prime Video.

Both streaming behemoths are still growing their services in India, despite their different strategies. While Amazon Prime Video is using its bundled services and aggressive content spending to preserve its dominance, Netflix has been experimenting with mobile-only subscriptions and localized content.

Intense competition characterizes the Indian over-the-top (OTT) streaming market as of 2025, with Netflix and Amazon Prime Video emerging as two of the main platforms. According to recent figures, Netflix has about 40 million users in India, while Amazon Prime Video has about 60 million. Pricing tactics, the variety of the content, and customer preferences are some of the reasons for this discrepancy in the subscriber base.

Pricing Strategies and Affordability

Amazon Prime Video's price strategy has a big impact on its competitive advantage. The website offers significant value for the money and is available as part of the larger Amazon Prime membership, which comes with perks like expedited shipping and access to special offers. This bundling approach has proven crucial in drawing in a sizable subscriber base, especially from Indian consumers who are price conscious.

On the other hand, Netflix uses a stand-alone subscription model and offers tiers of pricing that are often more expensive than those of Amazon Prime Video. A portion of potential

members are still put off by Netflix's expensive pricing, even though the streaming service has launched mobile-only and cheaper options to break into the Indian market.

Content Library and Regional Appeal

Consumer Preferences and Market Dynamics

Offerings of content are crucial in determining customer preferences. Amazon Prime Video has made significant investments in building a varied library with a vast selection of regional material in languages including Telugu, Malayalam, Tamil, and Hindi. The platform's attractiveness is increased by its emphasis on regional programming, which appeals to India's linguistically diverse populace.

Netflix, which is well-known throughout the world for its excellent original productions and foreign material, has recently started making local content in India. Its collection, however, is still biased toward high-end international content, which may not be as well suited to India's more diverse regional tastes even while it appeals to urban and wealthy viewers.

The main factors influencing consumer preferences in India's over-the-top (OTT) streaming market are accessibility to regional language content, affordability, and content variety. According to a recent survey, a greater portion of the Indian audience prefers Amazon Prime Video since it offers a wider variety of regional programming and cheaper subscription fees (Shalini et al., 2022). Amazon Prime Video's bundled membership strategy, which incorporates e-commerce advantages, makes it even more alluring to customers looking for good value. On the other hand, Netflix targets a specific demographic, mostly high-income and urban consumers that value premium and foreign content over affordability (Gowtham et al., 2024). In comparison to Amazon Prime Video, Netflix's market penetration is still modest despite its attempts to localize content and launch reasonably priced mobile subscriptions. Netflix is typically preferred by consumers looking for a large selection of foreign television programs and high-budget original productions, whereas Amazon Prime Video is preferred by people who value affordability and local content (The Global Statistics, 2025).

User experience, which includes streaming quality, recommendation algorithms, and interface design, is another important aspect affecting consumer behaviour. According to research, Netflix has an advantage over tech-savvy customers thanks to its AI-driven recommendation engine and smooth watching experience (Gowtham et al., 2024).

Nonetheless, Amazon Prime Video's wide appeal to consumers is facilitated by its compatibility with a variety of devices and interaction with Amazon's ecosystem.

In the end, pricing, content preferences, and user experience all interact dynamically in the Indian OTT market. As the industry advances, both Netflix and Amazon Prime Video continue to adjust their tactics to cater to varied customer categories, employing original content, strategic alliances, and pricing innovations to enhance market share.

Research Methodology

This study employs a comparative approach, secondary data sources. Related to Indian OTT subscribers provide insights into content preferences,. The market reports and industry analysis help assess trends and strategies of Netflix and Amazon Prime Video.

Findings And Discussion

The growing availability of both local and foreign content is responsible for the subscriptionbased streaming market's explosive growth in India. Indian customers are driven to platforms that provide a blend of globally and locally relevant entertainment because of the country's diverse linguistic and cultural backdrop. The subscription rates of over-the-top (OTT) platforms and other digital content providers have increased dramatically as a result of this trend.

Subscription Growth Due to International and Regional Content: Impact of International Content

Appeal of Global Entertainment -Hollywood films, international TV shows, and Korean dramas are just a few examples of the foreign content that has established a significant presence in the Indian market. By providing well-known foreign films, streaming behemoths like Netflix, Amazon Prime Video, and Disney+ Hotstar have profited from this trend.

Influence of Dubbed and Subtitled Content-By offering dubbed versions and subtitles in several Indian languages, over-the-top (OTT) companies have acknowledged the significance of increasing accessibility to foreign content. This has made it possible for audiences who do not speak English to interact with international entertainment more successfully.

Youth and Urban Consumer Preferences-Younger users, especially those who are techsavvy and live in cities, have demonstrated a strong affinity for foreign content,

particularly in genres like action, fantasy, and science fiction. Subscriptions among this target population have increased as a result.

Impact of Regional Content

Rise of Vernacular Language Content-Due to India's linguistic diversity, regional programming has become increasingly important for subscriber development. Movies and TV series in languages including Tamil, Telugu, Bengali, and Marathi are available on platforms like SonyLIV, Aha, Hoichoi, and Sun NXT, which are tailored to regional audiences.

Increasing Investment in Local Productions-To draw in local viewers, OTT companies are spending more money on original regional content. Because Netflix and Amazon Prime Video have created original content in regional languages, their subscriber engagement and retention rates have increased.

Preference for Culturally Relevant Narratives-Indian viewers frequently favor media that captures their social and cultural experiences. In non-metropolitan cities and rural places, regional storytelling—such as dramas based on folklore and narratives unique to a particular region—has contributed to the increase of subscriptions.

Due to its investment in regional and international programming, such as Hindi-dubbed versions of well-known foreign shows and locally created originals, Netflix India has observed higher engagement. By obtaining the rights to local hits and creating multilingual original content, Amazon Prime Video has increased its presence in India.

Consumer Engagement Trends:

An important criterion for assessing the performance of OTT platforms is consumer involvement. According to studies, Indian consumers use OTT platforms for three to four hours every day on average, with Netflix and Amazon Prime Video being the most popular (Shalini et al., 2022). According to Gowtham et al. (2024), Netflix has a higher average watch time each session, especially in cities where people are more likely to consume premium content. Through cross-platform promotions and special offers, Amazon Prime Video's connection with Amazon's e-commerce ecosystem boosts engagement. According to data,

members of Amazon Prime Video are more inclined to use bundled services, which increases retention rates (The Global Statistics, 2025).

On the other hand, Netflix is the go-to platform for binge-watching since its members are more likely to interact with original programs and foreign material (Gowtham et al., 2024). Younger demographics and metro-city users are especially fond of international programming. The need for Tamil, Telugu, Malayalam, Bengali, and Marathi content is rising, and regional content has become extremely popular in Tier-2 and Tier-3 cities. The popularity of Korean dramas and anime has skyrocketed, leading platforms to seek out more of this type of material. Additionally, engagement levels are significantly influenced by localized content. Tier-2 and Tier-3 city viewers are more engaged with Amazon Prime Video because of its vast regional library. In contrast, the majority of Netflix's users are found in cities with greater rates of English-language content consumption (Shalini et al., 2022).

Scope Of Study

Due to growing investments in regional and original content, changing consumer preferences, and technological developments, Netflix and Amazon Prime Video are expected to have tremendous growth in India in the future. The following crucial areas will influence how these platforms develop in the future:

Regional Content Expansion

In order to appeal to India's broad population, it is anticipated that both Netflix and Amazon Prime Video will increase their investments in regional language content. Platforms will concentrate on creating and acquiring content in languages including Marathi, Bengali, Kannada, and Gujarati due to the increased demand for vernacular content (Kumar & Sharma, 2024). This calculated action will support additional market penetration into Tier 2 and Tier 3 regions outside of major cities.

Ad-Supported Model Growth

In order to draw in budget-conscious customers, both platforms may launch or grow adsupported subscription models in light of the intensifying competition in the OTT market. Globally popular ad-based video-on-demand (AVOD) formats could be implemented in India to increase audience reach and generate significant revenue (Rao et al., 2023).

Advances in Technology and AI-Powered Customization

Enhancing content recommendation algorithms through the combination of artificial intelligence (AI) and machine learning (ML) will be essential to raising user engagement. Platforms will gain a competitive edge thanks to AI-driven content personalization, voice

search capabilities, and adaptive streaming quality, which will maximize the watching experience (Gowtham et al., 2024).

Strategic Partnerships and Bundling

Subscription growth will continue to be fueled by strategic alliances and bundling agreements with telecom operators, internet service providers (ISPs), and smart TV manufacturers. While Netflix is probably going to look into further collaborations with telecom carriers for packaged or subsidized access, Amazon Prime Video currently benefits from its strategy of bundling with Amazon Prime (The Global Statistics, 2025).

In India's vibrant over-the-top (OTT) industry, streaming platforms can improve customer retention and optimize their content offerings by putting these methods into practice.

Conclusion

The market shares of Netflix and Amazon Prime Video in India have been significantly shaped by both local and international content. While Amazon Prime Video has used affordability and a wide range of content to grow its member base, Netflix has established itself as a premium platform for worldwide entertainment. To sustain development and competitiveness in the rapidly changing digital entertainment market, OTT platforms must improve their content strategy as Indian audiences continue to enjoy both local and international entertainment. According to the study's findings, content localization and top-notch foreign programming are essential in the cutthroat OTT industry. In order to sustain and grow their member bases in India, Netflix and Amazon Prime Video need to constantly adapt their content strategy.

In India's digital entertainment environment, the interaction of regional and foreign content has been crucial in propelling subscription development. Regionally created material guarantees engagement across the nation's wide language spectrum, while global content draws in urban and younger people. The subscription-based streaming sector in India is expected to grow steadily as long as content providers maintain a balance between the two factors. While Amazon Prime Video's diverse international and regional catalogue and bundled subscription model have resulted in significant market penetration, Netflix's global series and films, along with an increasing investment in regional productions, have been instrumental in attracting Indian subscribers, particularly urban audiences.

Pricing tactics, content diversity, and customer preferences all interact in a dynamic way in the Indian OTT market in 2025. Amazon Prime Video has been able to increase its market

share thanks to its vast regional content and reasonably priced, packaged options. Netflix, on the other hand, targets a particular demographic with its premium worldwide content and higher prices. For stakeholders hoping to successfully navigate India's quickly changing digital entertainment ecosystem, it is imperative that they comprehend these dynamics.

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