

**Over-the-Top Media Service among Young Viewers- Assessing
Social Economic Factors and the Behavioral Pattern of
Streaming Service Users**

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Abstract

With the booming development of mobile network and the advent of mobile audio and video generation, Internet audio and video has become an important channel for people to absorb information and leisure entertainment, and people can choose the video content they want to watch at any time and place as long as they have a cell phone. Netflix, an online video platform, has attracted Taiwanese users to watch Netflix for more than 10 hours per week on average because of its diverse and rich video content. This study uses technology acceptance models as the theoretical basis to investigate the key factors that influence users' adoption of Netflix online video and audio platform, and examines the correlation between "platform functionality," "accessibility," "personal design," "communication and interaction," and "sharing and interaction" and "perceived usefulness," "content and platform attitude," and "behavioral intention.

The data used in this study are survey data exploring the following questions, exploring the key influences and behavioral patterns of using emerging media platforms, and the most commonly used samples were selected for detailed analysis. Descriptive statistical analysis and statistical significance were performed using STATA and SPSS. From the results, it can be seen that there are four significant factors affecting the behavioral intention of audiovisual community platform users, ranked according to their respective influence effects, namely communication interaction, platform functionality, personal design and sharing interaction. Their respective influence effects.

Keywords: Netflix, OTT platform, online video platform

摘要

隨著網絡快速的蓬勃與發展和行動影音時代的到來，網路影音已經成為人們吸收信息和休閒娛樂的重要渠道，人們只要有一部手機就可以隨時隨地選擇自己想看的視頻內容。Netflix 是一個線上影音平台，由於其多樣化和豐富的視頻內容，吸引了台灣用戶平均每周觀看 Netflix 超過 10 小時。本研究以技術接受模型為理論基礎，研究影響用戶採用 Netflix 在線視聽平台的關鍵因素，並考察 "平台功能"、"可及性"、"個人設計"、"交流互動"、"分享互動" 與 "感知有用性"、"內容和平台態度"、"行為意向" 之間的相關性。

本研究使用的數據是探索以下問題的調查數據，使用的數據是探索使用新興媒體平台的主要影響因素和行為模式的調查數據，並選擇最常用 Netflix 的樣本進行詳細分析。此研究使用 STATA 和 SPSS 進行了描述性統計分析和統計學意義。從結果可以看出，影響視聽社區平台用戶行為意向的重要因素有四個，按照各自的影響效果排序，分別是溝通互動、平台功能、個人設計和分享互動。它們各自的影響效果。

關鍵字：Netflix, OTT 平台, 線上影音平台

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CHAPTER 1. INTRODUCTION

Background

OTT, also known as over-the-top media services, is a kind of streaming media service that is provided directly to viewers over the Internet. Netflix decided to enter Taiwan in 2016, showing that this leading media service provider in the United States has strategically noted the potential of the local market. The addition of Netflix has prompted local regulators, television channel owners and Internet companies to consider whether OTT platforms should replace or supplement traditional television. Taiwanese television shows have been criticized for their rapidly deteriorating quality and low-value investments. Therefore, the entry of international OTT brands may fundamentally transform traditional television viewers into OTT platforms, which is considered to be a key force that may reshuffle the market competition. Discussed the competition situation of OTT television and cable television in Taiwan. In many ways, OTT televisions score higher than traditional televisions. The biggest difference lies in the current convenience. The results show that OTT television and traditional television have a high degree of similarity in terms of entertainment and ease of use. Overall, the competitive advantage of OTT television surpasses traditional television in all dimensions. Finally, from the perspective of program types, news, movies, and sports can effectively predict users' satisfaction with cable television, while television shows

and movies can predict users' satisfaction with OTT television. This article discusses the significance of research and practice.

Motivation

In the past, most people would sit by the television and wait to watch their favorite programs, but slowly this viewing habit is changing, because of the time conflict and convenience of the Internet, many people are unable to be in front of the television on time, people tend to watch online through the Internet. They can search for the video and audio they want anytime and anywhere, instead of being restricted to a specific time or place to watch it like before. With the advancement of technology, there are more platforms for the media industry to convey information to the public, various popularized 3C products allow us to choose our favorite videos and watch them without the constraints of time and space, but will this convenience lead to the decline of traditional cable television?

Research purpose

The media industry is one of the indispensable elements of human life nowadays. By understanding the trend of new media and comparing it with traditional media industry, I want to analyze the strengths and weaknesses of both, which will hopefully contribute to the use of related industries in the future.

Research Question

Core related question

What are the key factors and behavioral patterns that influence individuals' use of OTT media platforms?

Related question

1. How will OTT platforms affect our lives in the future?
2. How to define the service model and usage process of the existing OTT media platform in Taiwan?

Contribution

The contribution of this study is to understand the habits of various generations in Taiwan when using online platforms and their preferences when watching online platforms. In addition, according to the Motion Picture Association of America (MPAA), the number of global OTT streaming subscribers officially surpassed that of cable TV subscribers in 2018. According to the annual report 2019-2023 Global Entertainment and Media Industry Outlook" published by Prudential (PwC) in June 2019, Taiwan's

OTT market revenue will reach US\$670 million (NT\$20.7 billion) in 2019 and will grow at a compound annual growth rate of 15.6% over the next five years to US\$1.1 billion (NT\$34.1 billion) in 2023. This is a key driver of future entertainment and media market growth.

Limits

All people have the potential to become users of online audio and video platforms that make use of online platform to get information. However, since the elders do not have the smart devices that the young people have. Therefore, the higher correlation between the questionnaire and the respondents is between young and middle-aged people. Another point is the limitation of books, because the topic is relatively new and it is more difficult to find information.

Delimits

Respondents in this study focused on young adults. Their range was between the ages of 20 and 50, which means that these groups use more frequently use online platform and technological devices as connections. In addition, at least some people over the age of 20 do not use only a single platform, so they have some basis for awareness on online platforms

CHAPTER 2 . LITERATURE REVIEW

Traditional Media v.s. New Media

In the development of history, from the emergence of the "Diji Newspaper" in the Tang Dynasty to the birth of Internet media nowadays, each step of development reflects the progress of social civilization development and change, which not only lays the foundation for the birth of new media, but also indicates its direction. At present, the main forms of traditional media are: newspapers, periodicals, TV, books, radio, etc. As for the definition of new media, scholars have different opinions and no definite conclusion so far. ¹New media is a relative concept: media is an information carrier, and new is a relative term for old. Generally speaking, "new media" refers to media forms that have emerged under new technological support systems after newspapers, radio and TV stations, including: Internet, Internet broadcasting, Internet TV, mobile TV, IPTV, digital magazines, digital newspapers, digital broadcasting, mobile SMS, mobile TV, touch media. "Media refers to a medium other than the human body through which people communicate or spread their ideas"². Media is a tool for transmitting information, which is commonly referred to as media or medium, meaning a vehicle for transmitting information. Over the past two decades, the media has been influenced by Internet technology, and the media has evolved from reporting news and information in an almost absolutely unidirectional manner over the past 100 years to a multi-media situation with two-way or even multi-way interaction. Readers' correspondence is a two-way communication, but the time difference has greatly reduced the effectiveness

¹ Ya-ting Yang(2018) User Study of OTT Platforms: Integrating Technology Acceptance and Information Systems A successful model to explore behavioral intentions and willingness to pay. College of communication, National Chengchi university master degree °

² Yeh, C.-L. (2015). Reframing the online content regulation in Taiwan: The rise of Over-the-Top services. *Journal of Cyber Culture and Information Society*, 29, 47-92.

of this two-way interaction. "The media has evolved from a simple web page with repetitive newspaper articles and pictures to a two-way communication and multi-way interaction, even if the reader provides the news source information, which means that the Internet version of the news will be more up-to-date and the newspaper version will be delayed."³ Even more, there are news and current affairs platforms that are open for readers to produce their own news and current affairs, all of which are gradually changing the way of traditional and new media.

The progress of OTT

OTT is an acronym for "Over the Top", which is an English term for "over the top pass". In the media industry, "OTT services are built on top of the Internet and do not require a specific Internet service provider or a specific cable operator. Because of the popularity of 4G broadband and users, the future market is highly anticipated. Hsu suggests that Taiwan should consider forming a large national team to create an Asian scale OTT platform with significant government investment to market Taiwanese content to Asia"⁴. "Netflix didn't happen to get lucky, but because of some systemic changes that allowed them to produce excellent content"⁵. In January 2016, Netflix entered Taiwan with its global resources, followed by iQIYI, KKTV, and other online video operators. In addition to purchasing movie premiere rights, they are also focusing

³ Alan Yung, "New Media vs Old Media" *Global Times*, accessed June 8, 2021, <http://media.people.com.cn/BIG5/143237/385600/index.html>

⁴ Tsui Tsui Ling, "OTT future market mainstream" *The Epoch Times*, October 7, 2016, <https://www.epochtimes.com/b5/16/10/7/n8376428.htm>

⁵ "The content is the winner, and OTT in Taiwan has a hundred competing schools of thought" last modified October 17, 2016, <https://www.bnext.com.tw/article/41346/taiwan-ott>

on Korean dramas, Japanese dramas, Chinese dramas, Taiwanese dramas, and American dramas as their priority content, thus creating a unique style for each of them.

Development of OTT television in Taiwan

Under the new media wave of digital convergence, with the rapid advancement of communication technology and the diversified changes in consumer behavior of readers, the overall industry ecosystem has been greatly impacted, but at the same time, numerous market opportunities and challenges have been created. While the media industry is shifting its business paradigm, the video and audio industry has officially entered the era of multi-screen economy. Dong Zeping says in recent years, the OTT entertainment platform, which represents the main part of the Internet audio and video industry, has been growing rapidly in countries around the world⁶.

With the high development of new media, the authorities of various countries have put forward relevant policies and regulations. Lin has her point of view that Our country's NCC uses four core values, six policy visions and eight specific policy issues as the main axis to reveal the direction of communication policy in the convergence environment, take stock of the current situation of the communication industry and

⁶ Dong Zeping, "OTT 娛樂影音平台新媒體之發展趨勢" 中技社, December 24, 2020, <https://www.nytimes.com/2017/03/08/technology/snap-makes-a-bet-on-the-cultural-supremacy-of-the-camera.html>.

explain the overall direction of communication policy⁷. Yeh also says with the development of OTT entertainment and video platforms, we expect our country's film and television industry to upgrade and transform, creating an international competitive advantage in the Asia-Pacific and global new media markets and becoming a leader in the top-tier film and television industry⁸.

The role of electronic devices in shaping OTT viewing behavior

The recent innovation impacting OTT development is mobile viewing. The advent of mobile devices such as smartphones and tablets has challenged the boundaries between new media and traditional TV. It has reshaped the way programming is produced and watched. This groundbreaking technological revolution has prompted scholars around the world to look for factors that make viewers prefer one medium over another, and the relationships between media types.⁹ Ghadialy made an experiment to study viewers' viewing behavior on TVs and tablets and found that participants preferred to watch videos on mobile devices, but they didn't really watch them; they just listened instead of watching. In addition, the results of the study showed that they had a preference for where they watched. For example, participants watched the videos

⁷ "The strategies of mainly OTT Platforms in the world" IEK 產業情報網, accessed May 22, 2021, https://ieknet.iek.org.tw/iekrpt/rpt_more.aspx?rpt_idno=557093119

⁸ 葉志良, "我國線上影音內容管制的再塑造: 從 Ott 的發展談起," *資訊社會研究*, no. 29 (2015).

⁹ Ghadialy, Z. (2011). *Mobile TV technologies*. Retrieved April 2016, from http://www.3g4g.co.uk/Other/Tv/Presentations/mobile_tv_introduction.pdf.

on their tablets while waiting at bus stop experiments and train stations. ¹⁰Repo and Timonen suggested that participants were most concerned about the context when watching videos on their cellphones. In other words, when watching a video on a cell phone time, they think about whether their behavior is related to the social or environmental context (e.g., whether people in the same environment feel annoyed or offended). In addition, they identified that cell phone users are biased toward creating opportunities to create interactions with people through their cell phone use, in addition to the purpose of killing time.

OTT video and audio platform business model and industry chain structure

The OTT platform industry chain can be divided into Content providers, Platform operators, IP Network providers, and Terminal equipment providers, platform operators, IP Network providers, Devices providers and End Customers.

The industry chain can be divided into five levels: Content providers, Platform operators, IP Network providers, Device providers and End Customers. Audio-video OTT operators After acquiring content, they deliver it to ISPs or international content delivery networks,(CDN), and then transmits the audio and video content signals to the local area and to the end customers' devices through the IP network built by the local

¹⁰ Petteri Repo et al., "*Users Inventing Ways to Enjoy New Mobile Services-the Case of Watching Mobile Videos*" (paper presented at the 37th Annual Hawaii International Conference on System Sciences, 2004. Proceedings of the, 2004).

IASP (Internet AccessService Provider)¹¹. The business models of existing OTT platforms can be categorized into three types, namely advertising model, membership model and profit sharing model.

1. Advertising model: The advertising model uses high viewership and subscription numbers to attract advertisers to sponsor the platform by showing advertisements before, during and after the broadcast of a video.

2. Membership system: There are free members and paid members, and the OTT platform attracts consumers to develop the habit of watching videos on its platform by means of free experience, while paid members can enjoy more resources on the platform and upgrade the viewing experience without advertising interference.

3. Profit-sharing system: OTT video and audio platforms share profits with content providers, which means that when users generate content platforms (UGC), the platform vendors will have a dialogue with the uploaded users. When users generate content platform (UGC), the platform vendors will share the advertising profit with the uploading users. The three business models are paired with various content sources and types to form a variety of online platforms

¹¹ Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate data analysis* (6th ed.). New Jersey : Prentice-Hall.

Summary

This section will explore the industry ecology of OTT media platforms, first introducing the content of OTT services, then analyzing the structure of the industry chain, including the various players and changes in the video ecology, and finally describing the business model of OTT media platforms and the business model of YouTube. Over the Top Media (OTT Media) refers to online video services delivered over the Internet, which can be streamed or downloaded to end devices such as TVs, PCs, smartphones, tablets or laptops for users to watch. The content of the audio and video OTT services can be divided into professional. Each platform will develop a unique business model based on its content attributes. Currently, there are several mainstream OTT platforms in the world, such as Netflix, YouTube, Amazon Prime Video, iQIYI, etc., while the existing platforms in Taiwan include KKBOX, myVideo and LIVEhouse.in, etc.

The business models of existing OTT video and audio platforms can be divided into three types, advertising model, membership system and profit sharing system. The three business models are paired with various content sources and types to form a variety of online video platforms.

CHAPTER 3. METHODOLOGY

Reserch Process

Since the objective of this research is a video and audio community platform, both at the user's usage level and at the technology development level for the developing innovative technology first, I set up the research project with various information such as motivation, research purpose, and background. In addition, I had to review relevant literature to support my research methodology and design the survey questionnaire. Finally, after collecting the primary data, descriptive statistics were used to explain the research questions.

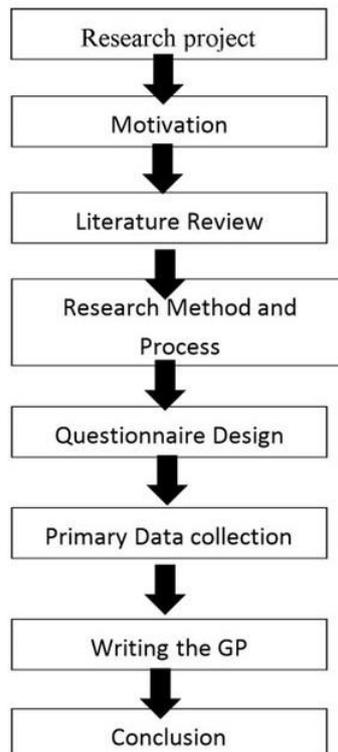


Figure 1. Reserch Process

Reserch design

I have used quantitative research in this thesis. Quantitative research is a way of looking at many people to understand how people use online platforms, and I use Google Forms to collect the data. The questions ask respondents which online platforms they currently subscribe to; how they feel about their use of the online platforms they subscribe to; and the factors that influence their choice of subscription.

Most of the questions use a "Likert scale": strongly agree, agree, neutral, disagree, and strongly disagree. For the questions using the "Likert scale", which is a method for analyzing cases with more than two dependent variable outcomes; which is a sequential model of regression. I used the software "STATA" to analyze the data and get the results.

Data collection

Based on the literature review, the study found that more and more people in Taiwan are choosing to subscribe to OTT platforms. In addition, we can see that young people are in the majority, and these are due to the rapid changes in technology and more and more smart products are available. Based on the literature review, this study used a survey to collect data on the young population in Taiwan who have subscribed to OTT platforms. Through the survey, more respondents can be obtained and more information about the usage habits of young people and young adults watching in Taiwan today can be obtained.

The target population of this paper is the young population in Taiwan, and it focuses on young people. Google Forms is the tool used to create the questionnaire, it is relatively easy to fill out and one of the tools commonly used by the public. After the questionnaire was created, I shared the link to Facebook, Line and Instagram. I chose to use Facebook because it is the application that has more people of different ages and

vast users, and I can collect data from different age groups; I chose to use Instagram because most of my friends use Instagram and they can share links for me to others; I chose to use Line because, and Line is the only tool we have to connect, so I chose to use it. I posted links on Facebook, Instagram, and Line, and continued to do so for two weeks. The reason I posted the links was that I could get the information to more and more people and if I would post on a different fan page and social software every day, it would increase the chances of respondents seeing the links. I started posting the questionnaire on September 3, and I posted the link from September 3 to September 11, 2021.

After collecting the data, I used Stata software, which is the tool to analyze the data I collected from the questionnaire. In this paper, we can find out why young people in Taiwan nowadays like OTT platforms so much, and we can also find out if it is because of the unique personalized design of OTT platforms that many people like.

CHAPTER 4. DATA ANALYSIS

An online survey consisting of 44 questions was conducted for this study. The survey was disseminated through major drama-themed forums in Taiwan and Facebook pages and fan pages of European and American TV series on the Internet. Finally, a total of 100 qualified responses were collected. People who regularly watch TV or online programs were considered suitable participants. Thus, Netflix, regular TV watchers, and smartphone users. For the purpose of niche analysis, the survey consisted of four broad sections: how often users watch video on OTT, the most frequently used OTT sites, user demographics, and finally, the OTT/TV satisfaction survey.

Descriptive Statistics

Based on the descriptive statistics, the questions were divided into sample background information, Internet and Netflix usage experience, and the Netflix community platform. The questions were selected from the Netflix video and audio community platform. content and quality, accessibility, personal design, platform features, communication and interaction, community interaction, content and platform. The questions include video content and quality, accessibility, personal design, platform function, communication and interaction, perceived usefulness, content and platform attitude, community interaction attitude and behavioral intention. In this research, there were 42 males (46.2%) and 49 females (53.8%), it depends on what I receive from the questionnaire, I need to make sure the amount of gender is balance, or it would make result unreliable.

Table 1. The amount of Gender from the questionnaire

Gender	Amount
Females	53.8%
Males	46.2%

Job

About the job, in my reserch, there are 91 responses, most of them are students (61.5%), and non-students have 35 people (38.3%)

Table 2. Job

Job	Amount
Students	61.5%
Non-students	38.5%

About the age, most of the people are from 19-24years old; there are 49 people (53.8%) who are 19-24years old, there are 4 people (4.4%) who are above 18 years old, there are 15 people (16.5%) who are 25-30 years old, there are 7 people (7.7%) who are 37-42 years old, and there are 4 people (4.4%) who are 43-48 years old, there are 4 people (4.4%) who are 49-54 years old, there are 2 people (2.2%) who are above 54years old.

Table 3. The age distribution from the questionnaire

Age	Amount
Above 18 years old and inclusive	4.4%

19-24years old	53.8%
25-30 years old	16.5%
37-42 years old	4.4%
43-48 years old	4.4%
49-54 years old	4.4%
Above 54 years old	2.2%

About the education background, most of the people have bachelor's degree; there are 68 people (74.7%) with bachelor degrees, there are 13 people (14.3%) with master degree there are 8 people (8.8%) with senior high school/ vocational high, there are 2 people (2.2%) with junior high school.

Table 4: The education distribution from the questionnaire

Education	Amount
Bachelor's degree/College Student	74.7%
Master degree	14.3%
Senior high school/ vocational high	8.8%
Junior high school	2.2%

About the income, most of the people earn under 10,000 NT dollars per month, there are 33 people (36.3%) ; there are 16 people (17.6%) earning 10,001-20,000 NT dollars of income per month, there are 4 people (4.4%) earning 20,001-30,000 NT dollars of income per month, there are 9 people (9.9%) earning 30,001-40,000 NT dollars of income per month, there are 3 people (3.3%) earning 40,001-50,000 NT

dollars of income per month, there are 11 people (12.1%) earning 50,001-60,000 NT dollars of income per month, and there are 15 people (16.5%) earning more than 60,000 NT dollars of income per month.

Table 5: The income distribution from the questionnaire

Income	Amount
Under 10,000 NT dollars and inclusive	36.3%
10,001-20,000 NT dollars	17.6%
20,001-30,000 NT dollars	4.4%
30,001-40,000 NT dollars	9.9%
40,001-50,000 NT dollars	3.3%
50,001-60,000 NT dollars	12.1%
more than 60,000 NT dollars	16.5%

The platforms that people used to pay

In my research, there are 90 responses, according to my research, respondents have paid for NETFLIX (45.5%) as the highest, the second highest is iqi yi (19.4%), then respectively youtube premium (18.7%), kktv (7.6%), Line Tv (6.7%) and Amazon prime video (2.2%). On the basis of data, Netflix is in the first place because of its popularity, and then it is a monthly subscription system. Netflix is not satisfied with this steady development. It has constantly optimized and revised its services, from the first to rent DVDs on a monthly basis, to adding customized lists of recommended movies, to negotiating licenses for popular movies, to hosting premieres for original movies, to

starting to stream movies on the Internet, to finally becoming a video giant with 140 million subscribers in 190 countries worldwide.

Table 6: The platforms that people used to pay

Platforms	Amount
Netflix	45.5%
Iqiyi	19.4%
KKTV	7.6%
Line TV	6.7%
Youtube Premium	18.7%
Amazon Prime video	2.2%

Reasons why you would like to purchase paid for the platforms

In my reserch, there are 90 responses, most of the people like the platforms because its no advertisement(25%), Then because of its convenience (23.7%), followed by preference for personal recommendation pages (14.5%), importance of copyright (10.1%), preference for original episodes (8.8%), preference for multiple services (7.9%), ability to watch offline (6.1%), and finally preference for following popular current events(3.9%), with the majority of respondents in my data preferring paid video and audio platforms. After all, most online platforms use the ad-free slogan to entice consumers to buy their products. The second highest is convenience. Nowadays, people are taking smartphones, and for most people it is great to be able to watch the series anytime and anywhere.

Table 7: Reasons why you would like to purchase paid for the platforms

Reasons	Amount
No advertisement	25%
Convenience	23.7%
Personal recommendation pages	14.5%
Importance of copyright	10.1%
Preference for original episodes	8.8%
Preference for multiple services	7.9%
Ability to watch offline	6.1%
Preference for following popular current events	3.9%

Which device to watch with

About the device to watch with, there are 91 responses, most of the people choose smart phone, The smartphone section was selected 71 times (40.8%) , the computer section was selected 51 times(29.3%), the TV section (16.1%)was selected 28 times, and the tablet section was selected 24 times(13.8%). According to the data, the device most often used by the respondents to watch videos is a smart phone, after all, in this era of technological advancement, everyone has a smart phone, and then a computer, the diversified development of the audio-visual platform is certainly not limited to cell phones, regardless of any device with Internet access can watch, computer is also a very common electronic product in our daily life, now the laptop is very convenient, both lightweight and easy to carry, some people feel that the smart phone screen is too small will use the computer to watch.

Table 8: Which device to watch with

Device	Amount
Smartphone	40.8%
Computer	29.3%
iPad	13.8%
Television	16.1%

The average frequency of using online video platforms in a week

According to the collected data, I found out that most of the people's frequency of using online paid video platforms is more than five days per a week, there are 29 people (31.9%); there are 26 people watch three days per a week (28.6%); there are 16 people watch one day per a week (17.6%); there are 12 people watch two days per a week (13.2%); and there are 8 people watch four days per a week (8.8%). In this data we can see that nowadays people spend more and more time on the online video platforms.

Table 9: The average frequency of using online paid video platforms in a week

The average frequency of using online paid video platforms in a week	Amount
One day/ Week	17.6%
Two days/ Week	13.2%
Three days/ Week	28.6%
Four days/ Week	8.8%
More than five days /Week	31.9%

Preferred platform payment method

In my reserch, I have a questionnaire about what is your preferred platform payment method, most of the people like no limit on video viewing after payment (91.2%), there are 8 people like to rent a single piece when they need to watch (8.8%), I think no limit on video viewing after paymeny, In this modern technology, in the online video platform most people still like to pay to watch the film after the unlimited part is because this way you will not limit your choice also has no timeliness, if today you are choosing a single film rental, then when the time comes you can not continue to watch, you must spend money again to rent the film.

Table10: Preferred platform payment method

Preferred platform payment method	Amount
No limit on video viewing after payment	91.2%
Rent a single piece when they need to watch	8.8%

Research Hypotheses

The purpose of this study is to find out the factors that make young people use OTT platforms nowadays; this study figures out how young people use the OTT online platforms they currently subscribe to; find out respondents' attitudes towards the platforms they buy; and find out whether respondents are satisfied with the online platforms they buy.

Regarding respondents' attitudes toward the online platforms they subscribe to, I used "Oprobit Statics" to analyze the data. In statistics, a probit model is a type of regression where the dependent variable can take only two values. Since I used a Likert scale to set up the questions, I chose to use "OPRABIT" to analyze the data.

Hypothesis 1: "Work" The more the status of students, the more they accept the online video platform

Hypothesis 2: "Education" The higher the level of education, the more the online video platform is accepted

Hypothesis 3: "Age" The younger the person is, the longer he/she uses the platform

Hypothesis 4: "salary" The higher the income, the more times to watch

Hypothesis 5: "Gender" Women like to discuss with people around them

Finding

Students and The higher the education level,are the main factor to affirm the online video platform

In the questionnaire, I set a question called "I think the online payment platform meets my expectations" (Q1), and after doing the regression, I found that people who are students and those with higher education levels strongly agree with this statement; on the contrary, non-students and less educated groups are less receptive to this question. This indicates that "work" and "education" are among the factors that influence whether the public now accepts the online platform, while "students" and "those with high education" are the key factors in this question.

Hypothesis	Variables	P Value	Significance
H1	Q1	0.097	*
H2	Q1	0.037	*

Dependent variable: Students the higher education level are the main factor to affirm the online video platform

Details of the empirical tests are in Appendix 2: Statistics Sheet

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

The younger people use the online video platform for a longer period of time

In the questionnaire, I set a question titled "How long have you been using online paid platforms" (Q2), and after doing the regression, I found that the younger the people were agreed with this statement; in my literature review, I mentioned that the rise of online video platforms coincided with the boom of cell phones and the Internet, and online video platforms followed this trend and became popular, which created the

reason why Among the subjects, the younger people spent more time using online video platforms

Hypothesis	Variables	P Value	Significance
H3	Q2	0.009	**

Dependent variable: The younger people use the online video platform for a longer period of time

Details of the empirical tests are in Appendix 2: Statistics Sheet

*p<0.05, **p<0.01, ***p<0.001

The higher the income, use the online video platform for a longer period of time

In the questionnaire, I set a question titled "How long have you been using online payment platforms" (Q2), after doing the regression, I found that the higher the income, the more people agree with this statement; in this society nowadays high salary = high pressure, although they have an enviable salary but they are also under more pressure than others, at this time they need a channel that can let them relax and relieve their pressure, after a busy After a long day's work, they may not have any programs they want to watch on TV, so some people will open an online video platform to find a movie

they like, prepare their favorite food and drinks, and sit on the sofa to watch their favorite movies, and sometimes these movies and movies can also quickly bring great inspiration to anyone who wants to start a business or even run a personal brand.

Hypothesis	Variables	P Value	Significance
H4	Q2	0.029	*

Dependent variable: The higher the income, use the online video platform for a longer period of time

Details of the empirical tests are in Appendix 2: Statistics Sheet

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Women like to discuss content with others

In the questionnaire, I have a question that says, "I will discuss the experience of using audiovisual platforms with my friends and relatives." (Q3) According to the regression data, the female population in this question agrees with this statement. For example, if there are women around me, Fresh things like to share with female friends around you, such as the evaluation articles we often search on the Internet and the blogs and sharing content on the Internet are mostly written by women, so we know that the same is true on online video platforms. For example, when the female group sees interesting albums or Korean dramas, they will like to share with people around them, so that more people will go to the albums or movies.

Hypothesis	Variables	P Value	Significance
H5	Q3	0.030	*

Dependent variable: Women like to discuss content with others

Details of the empirical tests are in Appendix 2: Statistics Sheet

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Implication

From the results of the sample narrative analysis of this study, most of the OTT users are young, aged 19-24, and use mobile devices, such as smartphones, to catch up on dramas, movies and TV programs, mostly for one to three hours a day. In addition, according to the average cost of users and their choice of viewing platform, although the monthly fee for cell phone access is not cheap and there are many paid OTT platforms in Taiwan, it is not difficult to find that most users would choose to pay for subscription to OTT platforms even if the monthly fee for cell phone access is not cheap, which is generally in line with the results of many OTT market surveys and reflects the current consumption habits and behavior of young Taiwanese people in online content. This shows that OTT users' different interaction perceptions affect their value perceptions, satisfaction with OTT performance, and continued usage behavior. The platform interaction not only affects the individual's perception of value of OTT services, but also directly influences the individual's satisfaction and continuous usage behavior.

CHAPTER 5. CONCLUSION AND SUGGESTION

Currently, Taiwan's OTT market is a contentious one, with domestic and foreign audio and video content, telecom and TV operators all investing in OTT platform construction and services in an attempt to regain the lost audience and advertising profits from the OTT market. The study shows that the market is still very competitive. From the results of this study, it can be inferred that the benefits of platform interaction, including freedom from time, space, multi-viewer device control and multiple content choices, are the key factors affecting user value, satisfaction and usage behavior. The interaction between OTT users, content, and communities focuses on users' satisfaction with entertainment content and the emotional exchange of social sharing.

Based on the results of the study, we hope to provide OTT platform operators with business strategies and suggestions and it divided into three parts:

1. Platform Functionality

This study shows that platform features significantly and positively influence users' attitude and perceived usefulness of content and platform on the Netflix media platform. Among the six questions on the platform features such as "update speed", "playback quality", "multiple choices", "program quality", "user interface", and "visual presentation", the analysis shows that users' awareness of "program quality" and "visual presentation" is significantly lower than the first four questions.

2. Personal design

This study shows that personal design has a significant positive impact on users' perceptions of the content and attitude of the Netflix media platform. The three questions in the personal design framework, namely "managing programs", "program recommendations", and "filtering content", had a significant positive impact on users' perceptions of the content, attitude, and perceived usefulness of the Netflix media platform. The analysis shows that users' awareness of "program recommendation" is significantly lower than the first two questions in the personal design framework, such as "managing programs", "program recommendation", and "filtering content".

Therefore, Netflix can change its algorithm to accurately recommend audio and video contents in users' preferred fields.

3. Communication and Interaction

This study shows that communication interaction has a significant positive impact on users' attitude toward the Netflix video platform. Netflix owners can consider adding chat rooms to increase users' chatting with others and enhance their positive attitude toward the Netflix platform, which will further increase their behavioral intention.

4. Sharing Interaction

In the questions of "sharing content", "enhancing relationship", and "sense of participation" in the sharing interaction framework, Netflix operators can set the share

video button in a more prominent place to increase the number of times users share videos with their friends. users to share. This is a key factor in the behavioral intent of video and audio social platforms.

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APPENDIX A

基本資料				
<input type="checkbox"/> 男		<input type="checkbox"/> 女		
1. 年齡				
<input type="checkbox"/> 18 歲以上 (含 18 歲)	<input type="checkbox"/> 19-24 歲	<input type="checkbox"/> 25 歲-30 歲	<input type="checkbox"/> 31 歲-36 歲	<input type="checkbox"/> 37 歲-42 歲
<input type="checkbox"/> 42-47 歲	<input type="checkbox"/> 48-53 歲	<input type="checkbox"/> 54 歲以上		
2. 職業				
<input type="checkbox"/> 學生	<input type="checkbox"/> 金融保險業	<input type="checkbox"/> 軍警公教	<input type="checkbox"/> 服務業	<input type="checkbox"/> 自由業
<input type="checkbox"/> 製造業	<input type="checkbox"/> 資訊電子業	<input type="checkbox"/> 農林漁牧	<input type="checkbox"/> 退休	<input type="checkbox"/> 家管
<input type="checkbox"/> 其他				
3. 教育程度				
<input type="checkbox"/> 國小(含以 下)	<input type="checkbox"/> 國中	<input type="checkbox"/> 高中職	<input type="checkbox"/> 大專院校	<input type="checkbox"/> 研究所含以 上
4. 請問您曾購買過的付費影音平台?(可複選)				
<input type="checkbox"/> Amazon Prime Video	<input type="checkbox"/> Line TV	<input type="checkbox"/> KKTV	<input type="checkbox"/> NETFLIX	<input type="checkbox"/> AppleTV+
<input type="checkbox"/> 愛奇藝	<input type="checkbox"/> YouTube Premium	<input checked="" type="checkbox"/> 其他		
5. 請問您目前正在使用的付費影音平台?(可複選)				
<input type="checkbox"/> Amazon Prime Video	<input type="checkbox"/> Line TV	<input type="checkbox"/> KKTV	<input type="checkbox"/> NETFLIX	<input type="checkbox"/> AppleTV+
<input type="checkbox"/> 愛奇藝	<input type="checkbox"/> YouTube Premium	<input checked="" type="checkbox"/> 其他		
6. 請問您使用付費影音平台多的經驗有多長時間?				
<input type="checkbox"/> 一個月內	<input type="checkbox"/> 三個月內	<input type="checkbox"/> 六個月內	<input type="checkbox"/> 一年以下 (含一年)	<input type="checkbox"/> 一~二年
<input type="checkbox"/> 二年以上				

7. 請問您每週平均花費多少時間在付費影音平台上?				
<input type="checkbox"/> 30 分鐘以內	<input type="checkbox"/> 30 分鐘以上	<input type="checkbox"/> 1 小時以上 -不到 2 小時	<input type="checkbox"/> 2 小時以上 -不到 3 小時	<input type="checkbox"/> 3 小時以上
8. 促使您願意購買須付費軟體的原因(可複選)				
<input type="checkbox"/> 喜好個人化推薦頁面	<input type="checkbox"/> 重視著作財產權	<input type="checkbox"/> 無廣告	<input type="checkbox"/> 喜好原創系列作品	<input type="checkbox"/> 偏好多元服務
<input type="checkbox"/> 方便性	<input type="checkbox"/> 喜歡追隨流行時事話題	<input type="checkbox"/> 能離線觀看		
9. 您喜好的平台付費方式				
<input type="checkbox"/> 需要觀看時再單片租賃	<input type="checkbox"/> 付費之後影片觀看無上限			
10. 您個人願意每個月花多少錢在影音平台上				
<input type="checkbox"/> 0~100 元	<input type="checkbox"/> 100~200 元	<input type="checkbox"/> 200~300 元	<input type="checkbox"/> 300~400 元	<input type="checkbox"/> 400 元以上
11. 請問您是用哪種裝置觀看 Netflix?				
<input type="checkbox"/> 平板	<input type="checkbox"/> 智慧型手機	<input type="checkbox"/> 電腦	<input type="checkbox"/> 電視	
第二部分				
(一) 體驗				
我喜歡我目前使用的付費平台的介面設計				
<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 普通	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
大眾媒體所報導的影音串流平台會吸引我去關注				
<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 普通	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
我能利用我購買的的影音平台追劇、看電影、讓我使用上心情愉悅				
<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 普通	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
使用過付費影音平台後，會讓我在使用上更加注意相關使用規則及版權知識				
<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 普通	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
我會和身旁親朋好友討論使用付費影音平台的經驗				
<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 普通	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
(二) 個人化設計				
當您進入此付費影音平台時，平台能識別您的身分，而在平台任意處顯示但有您名稱之問候語				

<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 普通	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
我認為此影音串流平台會依造我的個人喜好提供符合我觀看的相關建議				
<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 普通	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
我經常透過平台所推薦之個人專屬片單觀看影片				
<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 普通	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
(三) 產品吸引力				
我認為我目前所使用的付費影音平台非常吸引我想持續使用				
<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 普通	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
我認為付費影音平台的功能介面使用起來更加清楚				
<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 普通	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
我認為我目前所使用的付費影音平台片源上新速度快，無需等待太久				
<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 普通	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
會因為影音平台無廣告而去花錢訂閱				
<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 普通	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
會願意因為影音平台的好口碑而去訂閱				
<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 普通	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
即使家中購買有線電視也會訂閱影音平台				
<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 普通	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
如果影音平台月租費調低也會花錢去訂閱				
<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 普通	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
(四) 比較				
相較於傳統電視，影音平台有更好的內容				
<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 普通	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
相較於傳統電視，影音平台有更高畫質的影音內容				
<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 普通	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
相較於傳統電視，影音平台有更平易近人的價格				
<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 普通	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
相較於傳統電視，影音平台有更好和流暢的影片				
<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 普通	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
相較於傳統電視，影音平台的影及更新更快速				
<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 普通	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
相較於傳統電視，影音平台有無廣告干擾				

<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 普通	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
(五) 滿意度				
我認為該付費影音平台的功能滿足我的需求				
<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 普通	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
我認為該付費影音平台是符合我的期待的				
<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 普通	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
我對於該付費影音平台的整體使用上是滿意的				
<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 普通	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意