

Why the same show is now streaming on multiple OTT platforms

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Next time you scroll through the streaming platforms wondering what to watch, don't be surprised to find the same show or movie available on more than one OTT site. Content exclusivity is no longer important for media and entertainment companies, except for some premium original shows.

Sony Entertainment's popular television franchise *CID*, which first came out in 1998, is

now also streaming on Netflix. Many firms, including Warner Bros and Dharma Productions are syndicating their shows and movies across platforms, experts said.

For its OTT platform, public broadcaster Prasar Bharati is tying up with Lionsgate and Eros to host their content non-exclusively. Other services too, are offering the same films as part of free, subscription and rental options.

Experts said while premium originals will remain limited to a platform's library, older or non-flagship content is likely to

find multiple homes.

"The idea... is to maximize reach, distribution, and monetization. By making content available on multiple platforms, OTT players can tap into different audience segments, increasing viewership," Rajat Agrawal, chief operating officer of Ultra Media and Entertainment Group, said. "Viewers can access content on their preferred platform, reducing fric-

tion and driving engagement. Syndicating content to multiple platforms generates revenue from various sources, reducing dependence on a single platform."

With a broader reach for content, OTT players can attract advertisers leading to higher ad revenue as well as earning licensing fees from each

platform that carries their content, Agrawal added.

Charu Malhotra, co-founder

Content exclusivity is no longer key for entertainment firms, barring some premium original shows

and managing director of Primus Partners, a management consultancy firm, said syndicating content represents a strategic pivot. "By distributing content widely, creators and rights holders can tap into diverse audiences and helping enhance visibility and engagement. This approach is particularly effective in markets like India, where viewers access content through various platforms based on regional preferences, language and affordability," Malhotra added.

However, there are disadvantages, especially when it

comes to building exclusive premium libraries. By making content available on multiple platforms, exclusivity is diluted, and reduces the premium value of the content. OTT platforms may have less bargaining power to negotiate exclusive deals or premium pricing. Further, subscribers may not see value in paying for a premium subscription to access exclusive content. By syndicating content, OTT players may drive viewers away from their own platform, he said.

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