

## REVIEWER'S REPORT

Manuscript No.: IJAR-53420

Date: 20-08-2025

**Title: Decoding Millennial Preferences: Drivers of OTT Platform Adoption in the Digital Era**

### Recommendation:

**Accept as it is .....YES.....**

Accept after minor revision.....

Accept after major revision .....

Do not accept (*Reasons below*) .....

Rating	Excel.	Good	Fair	Poor
Originality		✓		
Techn. Quality			✓	
Clarity		✓		
Significance		✓		

Reviewer Name: Mir Jaffar

### Reviewer's Comment for Publication.

The manuscript titled “**Decoding Millennial Preferences: Drivers of OTT Platform Adoption in the Digital Era**” offers a focused and timely analysis of the determinants shaping OTT streaming adoption among millennials, with a particular emphasis on the Indian context.

The **abstract** is concise and well-articulated, outlining the central aim of the study, the methodological approach, and the main findings. It highlights the key factors influencing adoption, such as content diversity, pricing, user experience, and audio-visual quality. The emphasis on consumption patterns like binge-watching and on-demand access effectively situates the research within current digital behavior trends.

The **introduction** provides a strong contextual background by positioning OTT platforms as central disruptors in the entertainment industry. It situates millennials as the core consumer demographic, demonstrating their role in redefining media consumption. The inclusion of global market statistics, such as projections of five billion users and revenue exceeding \$340 billion by 2025, underscores the rapid scale of growth.

The **focus on India** strengthens the study by aligning the global phenomenon with a region experiencing substantial expansion in OTT adoption. Data regarding India's 547 million user base and three hours of average daily streaming among millennials establishes the significance

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of the demographic under study. The reference to popular platforms like Disney+ Hotstar, Amazon Prime Video, and Netflix adds specificity and relevance.

The **research scope** is clearly articulated, with attention given to determinants such as convenience, cost, and content variety. These dimensions reflect both the economic and experiential aspects of consumer behavior, making the framework comprehensive.

The **contribution of the manuscript** lies in its ability to connect broader digital trends with localized consumer insights. It addresses how evolving millennial preferences are reshaping the competitive strategies of service providers in the OTT industry. By identifying actionable insights for engagement and retention, the study positions itself as both academically relevant and practically significant.

Overall, the manuscript presents a clear, data-informed, and contextually grounded discussion of millennial-driven OTT adoption, offering valuable perspectives on digital consumption behavior in the era of streaming services.

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