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A Decade Bibliometric Analysis on "OTT Platform" based on VOSviewer and Biblioshiny

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ABSTRACT:
This study investigates the growth, usage, and scholarly exploration of OTT (Over-the-Top) platforms over the past decade. By evaluating 247 research publications from 2014 to 2024, the study aims to provide a comprehensive overview of how the academic community has addressed various aspects of OTT platforms, including their adoption, technological evolution, and market impact. The research focuses on mapping the collaboration networks among authors, countries, and institutions, as well as analyzing key trends and keywords associated with scientific production in this domain.
Our findings highlight that India, Korea, and China are among the most active and productive countries contributing to the research on OTT platforms. The study also identifies a significant increase in collaborative research during the COVID-19 pandemic, reflecting a heightened interest in OTT platforms as traditional media consumption patterns shifted. To conduct this bibliometric analysis, we utilized tools such as VOSviewer and the R programming package, which helped visualize collaboration networks and trends. The results suggest that the pandemic period was a catalyst for both increased research output and international collaboration, underscoring the transformative impact of OTT platforms in the digital media landscape.

Keywords: Over the Top, Bibliometric Analysis, Netflix, OTT Platforms.

1. INTRODUCTION

1.1 Introduction to the OTT Platform

An Over-the-top (OTT Platform) is a streaming platform that offers media streaming devices directly to the viewers via the Internet. OTT platform delivers video, audio, and other media content for entertainment. OTT platforms have already captured the entertainment and media market by bypassing traditional channels like cables, satellite, and Broadcast TV. The OTT streaming platform offers media services directly to viewers via the Internet. OTT platforms are used to display content related to films, movies, web series, and other television content, also known as a transmission of data through the internet and using apps and phones. OTT is video-on-demand and subscription-based.
The Key feature of OTT platforms includes on-demand streaming services, where the user can enjoy the content at their convenience like, pausing forwarding, and rewinding as needed. The OTT Services also offer a Subscription model, which includes various plans on a monthly, quarterly, and yearly basis which offers better streaming options along with more access to the content. Most importantly, OTT platforms offer original content to attract and retain more and more customers. Also, OTT applications are accessible

on different types of devices like mobile, TV, Smart TV, Laptop, Desktop, and Tablet, and also offer more than one device with one Subscription.

1.2 Some of the most popular OTT platforms include; Netflix, Disney + Hot-Star, Amazon Prime Video, and YouTube.

There are always two sides to a coin, here also the OTT platform has its benefits and challenges at the same time; in terms of benefits, it is more convenient wherein we can watch it anytime and anywhere and on various devices, and it gives access to various content across the globe and available in various languages. It provides a seamless streaming experience and internet costs are also less along with that the cost for a single subscription is also cheaper and the plans are adaptable as well. AI has given an advanced option of online streaming by offering customization of content, personalized search experience, and easy recommendations based on the previously searched and watched content. But on the other hand, there are some challenges of the OTT platform like, among the lot of competition in the OTT market we have lots of applications available for streaming, and purchasing all of them or some of them can be costlier. Also, the Content that is available on the OTT platform can be impactful to the Lifestyle, physical health, and mental health in some contexts. Besides this disadvantage, the most important is to have a stable internet connection while streaming for a better streaming experience.

OTT is a replacement for a setup box, digital media player, and television, but the OTT Subscriptions can work on all these devices with the help of different types of subscription plans. It is similar to theaters and cinemas, but it has the advantage that it can be accessed anywhere and it is more budget-friendly than other media. Also, it has lots of content available whereas theatres have common content every week. Types of content available on OTT include OTT television, which has online television, OTT Messaging which facilitates online chat and instant messaging options to the users, and OTT Calling which allows the user to interact over the internet.

Mode of access: OTT content can be accessed through smartphones, tablets, Smart TVs, Set-top Boxes, desktops, and laptops.

1.3 Why Bibliometric Analysis on the OTT platform

Over-the-top (OTT) platforms have changed the way the audience consumes content around the globe. OTT services provide television content, movies, audio, and any other content straight to the customer through the Internet without the use of any cable or satellite. This dramatic improvement in the... More

Such progression resulted in consumers' wish for 'anytime, anywhere' content quickly transforming into the months and the growth of subscription-based/viewing platforms such as Netflix, Amazon, Disney Plus among others.

This growth of OTT platforms has triggered a growing body of research but interest in particular about understanding the reasons behind the growth of OTTs, the technology which 'fuels' the growth of OTT services as well as the effect on the established forms of media.

To structure this increasing body of literature, the method of bibliometric analysis has been used. This method of bibliometric analysis would be the quantitative evaluation of its content to ascertain shifts, trends, and cliques within a field. In particular, this dissertation investigates how OTT platform research is structured and how it changed using bibliometric analysis of publication, citation, and co-authorship data.

the bibliometric investigation established key focus in OTT research such as consumer behavior, economics of the platform, content strategies, and regulation of these platforms. *(Dal Mas, F.2023).*

2. OBJECTIVES

1. To Analyze the Past and Future of the Over-the-Top (OTT) Platforms.
2. To Identify Research trends in the field of Over-the-Top (OTT) Platforms.
3. To Evaluate the Impact of External events (Covid-19) on the OTT platforms.

3. METHODOLOGY

This study aims to analyze the research conducted in the field of OTT platforms using bibliometric analysis. Our examination reveals that research on OTT platforms is dynamic, significant, and valuable, offering important insights for both researchers and businesses.

This study will focus on several key areas:

1. Authorship patterns
2. International collaborations between countries,
3. Citation impact, and
4. Keyword analysis.

The data for this study were collected from PubMed for use in VOSviewer. For Biblioshiny, the data were extracted from Scopus and Web of Science to conduct a comprehensive bibliometric analysis.

3.1 Data and Design

S. No.	Source of Data	Bibliometric Tool
1.	PubMed	VosViewer
2.	Scopus and Web of Science	R Studio (Biblioshiny)

4. RESULT AND DISCUSSION

Here is the Bibliometric Analysis on the OTT platform concerning VOSviewer and Biblioshiny:

4.1 VOSVIEWER:

Authors on the OTT Platform "Netflix"

According to bibliometric analysis of OTT platforms using VOSviewer, the map-based data shows the bibliographic connections between authors, illustrating how they are interconnected and cited in each other's research papers. The bibliometric study of research on OTT (Over-The-Top) platforms is represented by this network visualization, which highlights important authors and their cooperative links. The edges display co-authorship relationships, and each node represents one author. The size of each node indicates the author's level of influence or contribution. Within the OTT area, groups of writers who work together regularly or concentrate on related research issues are shown by different colors and clusters. For example, the key figure "patel, robin" suggests a large impact or a large number of publications in the topic. This type of analysis offers a thorough picture of the state of research in over-the-top (OTT) platforms by assisting in the identification of top researchers, collaboration networks, and research themes.

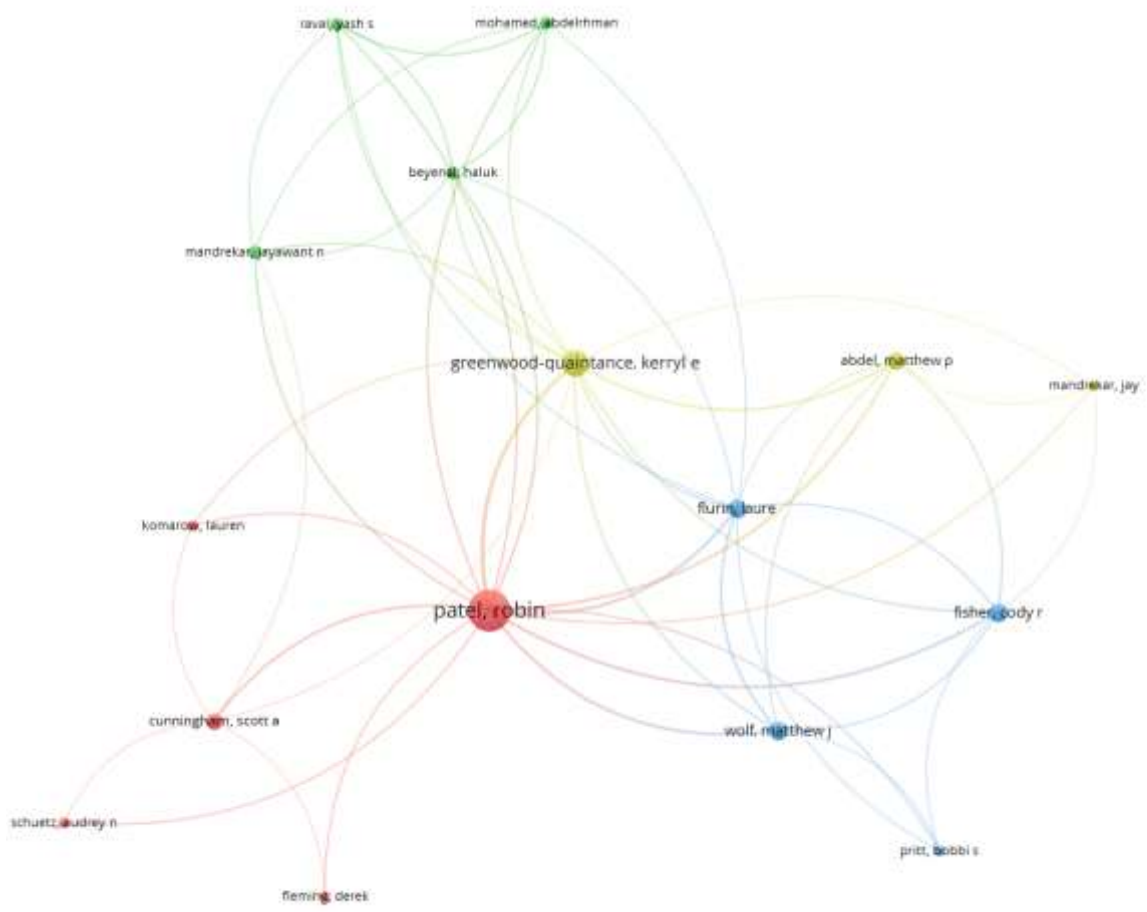

Fig. 1: Authors on the OTT platform
Source: VOSviewer, Data Source: PubMed

Organization's Bibliometric analysis: VOSviewer

According to bibliometric analysis of OTT platforms using VOSviewer, a co-authorship analysis was conducted on 150 research papers. The results indicated that out of these 150 papers, there were 297 organizations, with each organization having at least 3 documents meeting the minimum threshold. In the context of OTT (Over-The-Top) platform research or similar topics, this network visualization seems to show institutions or research centers and their collaboration links. The connecting lines show cooperation, most likely as a result of co-authorships or combined research projects, and each node represents an institution. The intricate relationships between these organizations point to a high degree of cooperation, particularly in areas like nursing, community medicine, public health, and tobacco control. By examining these networks, important institutions that are actively engaged in research can be found, the landscape of collaborations can be understood, and prominent centers that may be spearheading important transdisciplinary or OTT platform research may be highlighted.

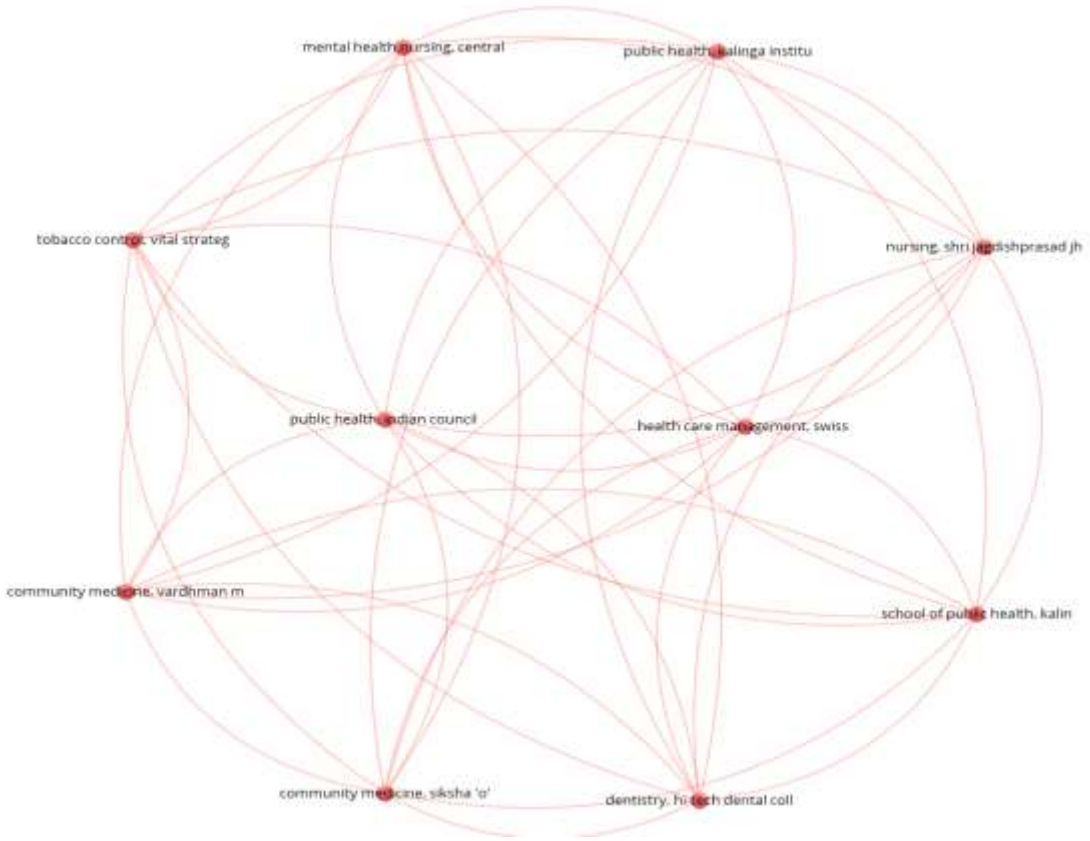

Fig. 2: Organization in the OTT platform
Source: VOSviewer, Data Source: PubMed

Key Words

Based on research on OTT streaming platforms over the past 10 years, data was collected from journals published during this period. The analysis below examines the co-occurrence of all the keywords used. With a minimum occurrence threshold of 5, there were 753 keywords identified, of which 154 met this threshold. The thematic clustering of study subjects pertaining to Over-The-Top (OTT) platforms and their wider context is probably represented by this network representation. The "humans" central node links to a wide range of subjects, suggesting that study covers a variety of topics related to human behavior, health, and technology. Subjects like "machine learning," "algorithms," and "Netflix" are connected on the left, indicating that technology and user interaction on OTT platforms are the main points of emphasis. Terms like "suicide," "adolescent," and "media" in the center area can point to studies on the psychological effects of media use. The terms "anti-bacterial agents" and "prosthesis-related infections," which are seen on the right side of the graphic, indicate multidisciplinary research that looks at both the social sciences and the health sciences. This graphic shows how OTT platform study relates to other academic fields, such as technology,

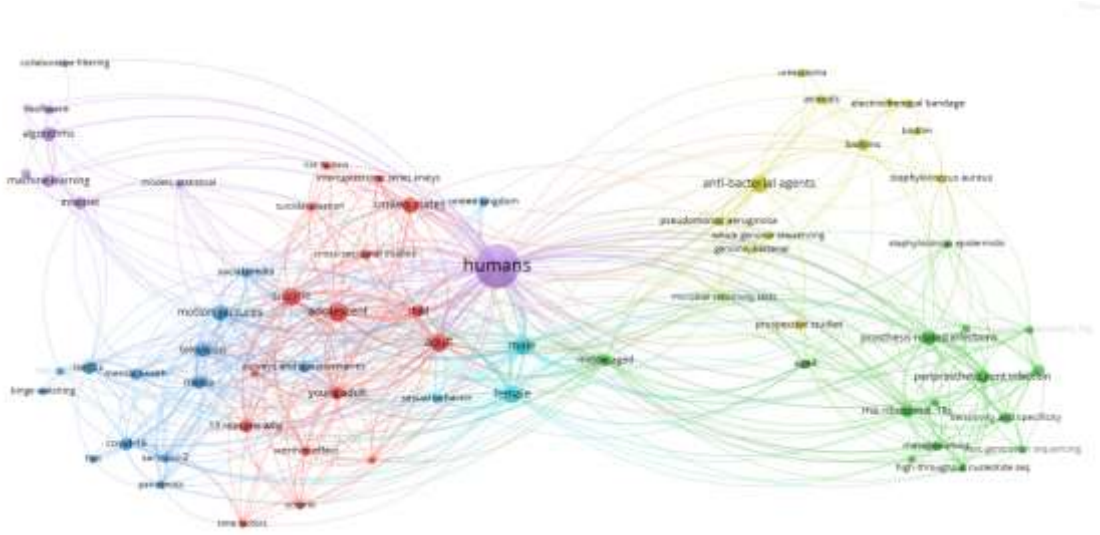

Fig. 3: Keywords on the OTT platform
Source: VOSviewer, Data Source: PubMed

4.2 BIBLIOSHINY:

Main Information: Here is all the information about all the research papers imported from Scopus. The image provides a summary of key bibliometric indicators related to research on OTT (Over-the-Top) platforms, spanning the years 2014 to 2024. Here's an explanation of each metric concerning bibliometric analysis:

Timespan (2014–2024): This analysis extends its research coverage over the span of ten years, specifically from the year 2014 to the year 2024 and shows how the growth of both academic interest and publications on the theme of OTT platforms has changed over the years.

Sources (180): According to this, the research studying ethically compliant and unethical behaviors on OTT platforms can be published in more than 180 sources including journals, conference proceedings and books.

Documents (246): 246 documents in all, including articles, reviews, conference papers, and more, have been examined. This figure indicates the amount of research produced in the area of over-the-top (OTT) platforms over the given time frame.

Annual Growth Rate (50.6%): The 50.6% annual growth rate indicates that the number of publications has increased quickly over time. This rapid expansion is indicative of the growing interest in over-the-top (OTT) platforms, probably as a result of their growing significance in the media space.

Authors (623): Total 623 distinct authors have added to the corpus of work on over-the-top (OTT) platform literature. This indicator shows the variety of scholars who are interested in this subject as well as the degree of scholarly engagement.

Authors of Single-Authored Documents (41 Of the total number of authors, 41 have authored papers alone, which suggests that not many investigations have been done in tandem. This could imply that teamwork is beneficial for the majority of this field's study.

International Co-Authorship (12.6%): This percentage demonstrates the extent of cross-border cooperation across OTT platform researchers. A moderate degree of cross-border research collaboration is indicated by a rate of 12.6%, which is significant for global perspectives on OTT research.

Co-Authors per Document (2.83 The average number of co-authors per document is 2.83. This implies that many studies are team-based, involving several researchers, which may point to the necessity of interdisciplinary approaches or a diversity of experience in over-the-top (OTT) research.

Author's Keywords (DE) (822): 822 distinct keywords were used by writers in the examined texts, demonstrating the variety and depth of subjects addressed in OTT platform research. These keywords aid in comprehending the field's primary themes and areas of concentration.

References (8,722): A sum of 8,722 references are cited in total across all publications, demonstrating the breadth of the literature review and the thoroughness of the research conducted in this area.

Document Average Age (1.72 years): The documents' average age of 1.72 years suggests that most of the releases are somewhat recent. This could imply that the study of OTT platforms is a quickly developing area that focuses on recent advancements and trends.

Average Citations per Document (4.285): An average of 4.285 citations have been received by each document, indicating a moderate effect of the field's publications. This statistic aids in comprehending the research's impact and acknowledgment within the academic community.

Fig. 4: Bibliometric Analysis on the OTT platform (Main Information)
Source: Biblioshiny, Data Source: Scopus

Annual Scientific Production: The table below is extracted from Biblioshiny and pertains to the annual scientific production on the topic of OTT platforms over the last decade, from 2014 to 2023. The yearly scientific output of articles on OTT platforms from 2014 to 2023 is shown in the table. There was only one article published in 2014 and 2015, but the number of papers released annually has gradually increased over time. A discernible increase starts in 2016 and continues steadily through 2019. With 13 articles published in 2020, there has been a notable spike in publications, probably as a result of OTT platforms' growing significance during the COVID-19 pandemic. With 32 articles in 2021, 50 in 2022, and a peak of 76 articles in 2023, this increasing tendency is still going strong. This increasing pattern, particularly in recent years, is indicative of increased interest and research engagement in the field of over-the-top (OTT) platforms.

Year	Articles
2014	1
2015	1
2016	4
2017	1
2018	1
2019	7
2020	13
2021	32
2022	50
2023	76

Fig. 5: Annual Scientific Production
Source: Biblioshiny, Data Source: Scopus

Average Citations Per year

The data below shows the average annual citations in the field of OTT platforms over the past decade. The average citation count for articles on over-the-top (OTT) platforms from 2014 to 2024 is displayed as a line graph. The average number of citations was initially modest between 2014 and 2015, which was indicative of the limited scholarly effect in the early phases of OTT research. Citations increased significantly in 2016 (perhaps as a result of important studies released that year), then decreased in 2017. Citations reached a new high in 2018, indicating a resurgence of interest in the subject. Following 2018, the average number of citations started to diminish gradually; from 2020 onward, a more pronounced decline was seen. This decline aligns with the COVID-19 epidemic, which led to a spike in OTT usage and a rise in publications about the disease. However, it's possible that the sheer amount of fresh research has lessened the citation impact of individual studies. The small spike around 2024 suggests that interest in current publications may be on the rise once again. All things considered, the graph illustrates how scholarly interest in OTT research varies depending on important publications and outside variables such as the pandemic.

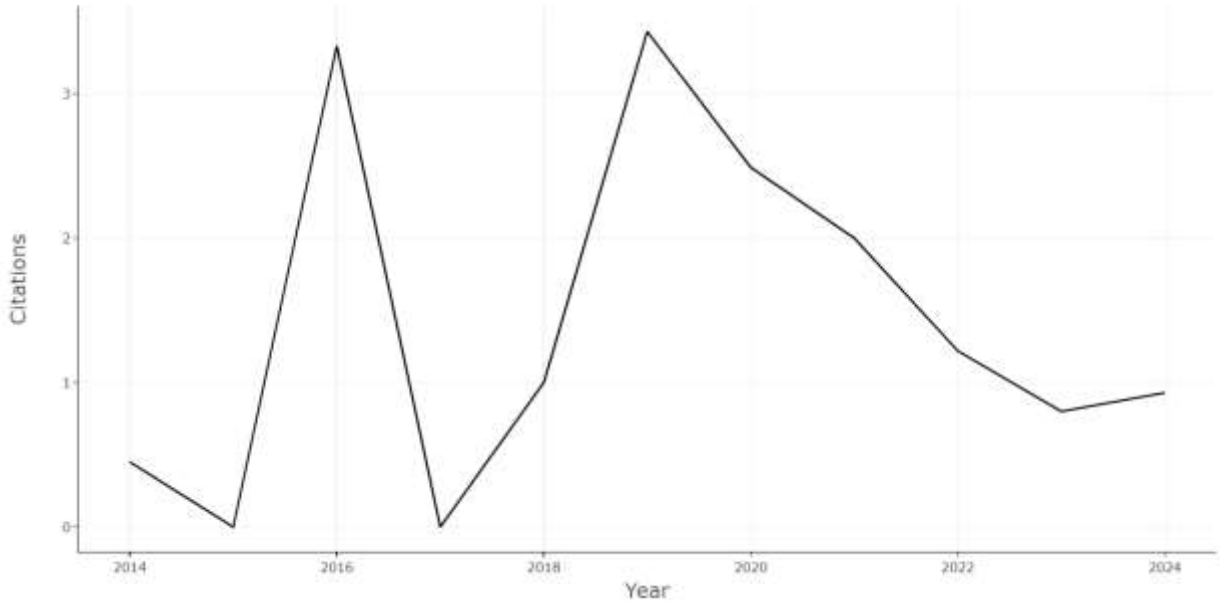

Fig. 6: Average Citations (per year)
Source: Biblioshiny, Data Source: Scopus

Three Field Plot

The study analyzes leading academic journals and utilizes Biblioshiny's three-field plot as a visual tool to explore the connections among different elements. This includes examining relationships between sources, country affiliations, keywords, prominent authors, cited sources, and author keywords. The three-field plot helps in understanding these interrelationships comprehensively.

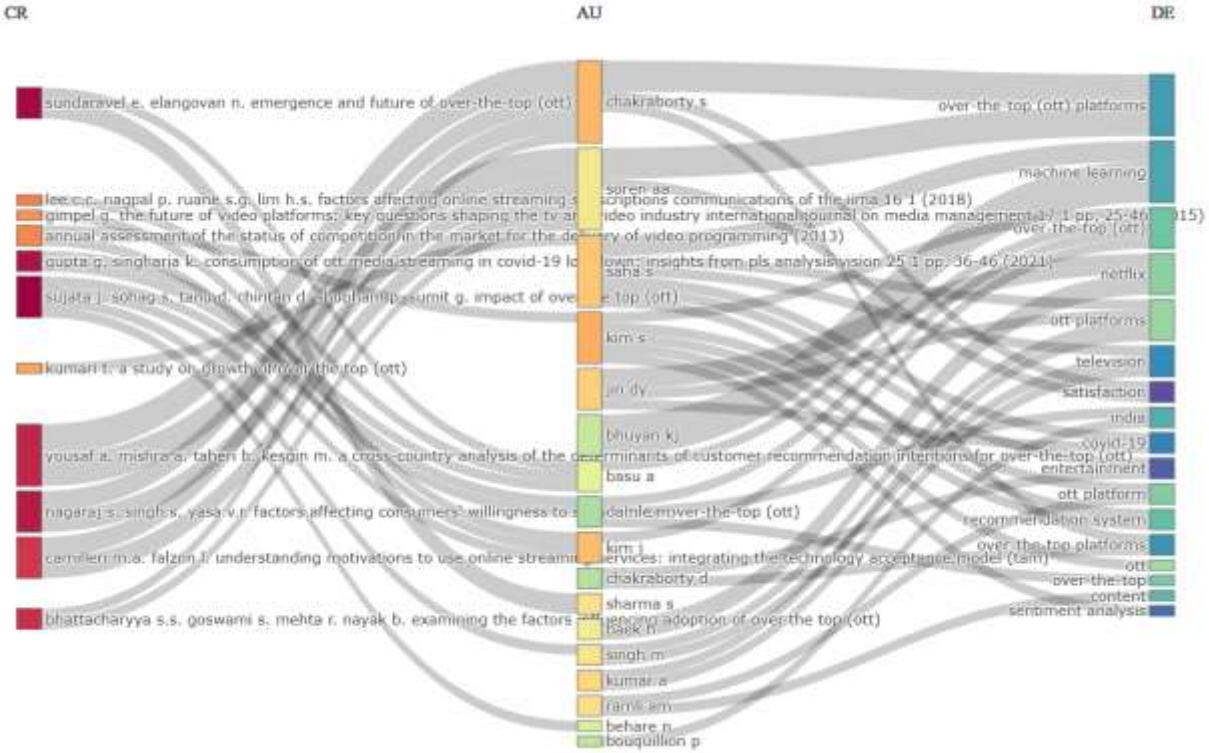

Fig. 7: Three field plot

Source: Biblioshiny, Data Source: Scopus

Most Relevant Source:

The study includes data that highlights the most relevant sources, with the top 10 sources documented in the image below. The image shows a bibliometric analysis identifying the most relevant sources based on the number of documents published. The top sources, "Exploring the Impact of OTT Media on Global Society" and "The Rise of Over-the-Top (OTT) Media and Implications," each have 9 documents, indicating their significant influence in the research field. Other sources, like "AIP Conference Proceedings" and "Lecture Notes in Networks and Systems," also contribute but with fewer publications.

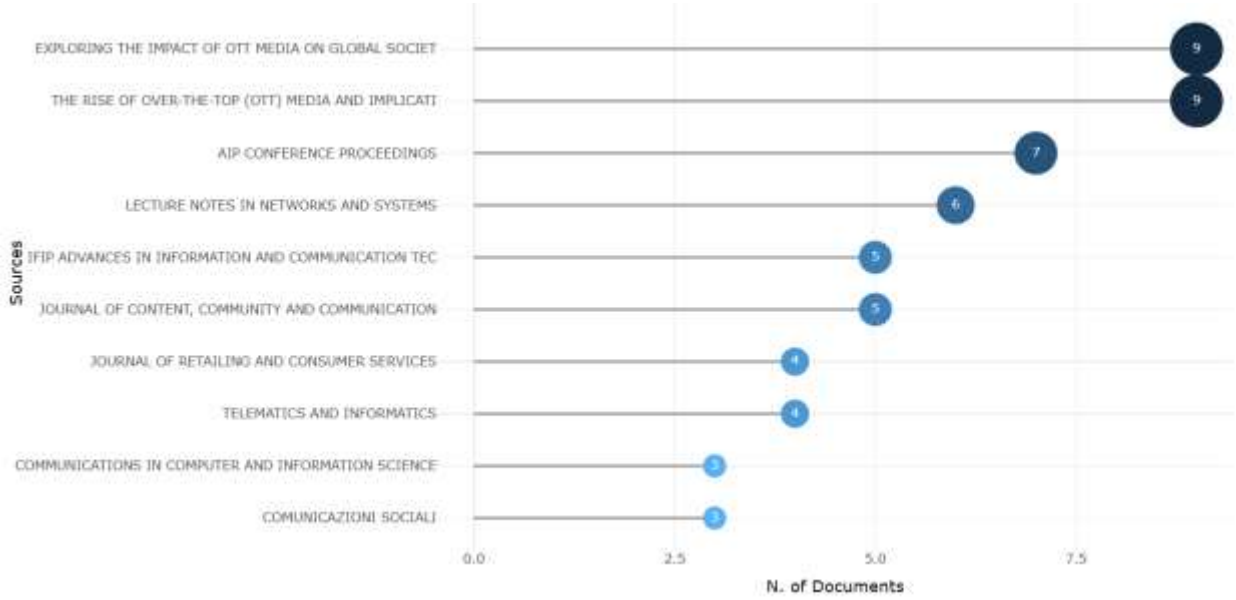

Fig. 8: Most Relevant Sources

Source: Biblioshiny, Data Source: Scopus

Sources Production on time

The table shows the distribution of published documents across various sources from 2014 to 2023, focusing on topics related to OTT media. It highlights that significant publications in these sources only began appearing in 2020. The "AIP Conference Proceedings" had the highest number of documents (7) in 2023. Other sources like "Lecture Notes in Networks and Systems" and the "Journal of Content, Community, and Communication" also saw notable contributions in 2023, indicating a growing research interest in recent years.

Year	EXPLORING THE IMPACT OF OTT MEDIA ON GLOBAL SOCIETIES	THE RISE OF OVER-THE-TOP (OTT) MEDIA AND IMPLICATIONS FOR MEDIA CONSUMPTION AND PRODUCTION	AIP CONFERENCE PROCEEDINGS	LECTURE NOTES IN NETWORKS AND SYSTEMS	IFIP ADVANCES IN INFORMATION AND COMMUNICATION TECHNOLOGY	JOURNAL OF CONTENT, COMMUNITY AND COMMUNICATION
2014	0	0	0	0	0	0
2015	0	0	0	0	0	0
2016	0	0	0	0	0	0
2017	0	0	0	0	0	0
2018	0	0	0	0	0	0
2019	0	0	0	0	0	0
2020	0	0	0	1	1	2
2021	0	0	0	1	1	4
2022	0	0	1	3	1	4
2023	0	0	7	6	1	5

Fig. 9: Sources production on time

Source: Biblioshiny, Data Source: Scopus

Most Relevant Author:

The Study Commence light on the most relevant author along with their total publications. The image shows a ranking of authors based on the number of documents they have published. "Kim S" is the most prolific author with 6 documents, followed by "Chakraborty S," "Kim J," and "Saha S," each with 4

documents. Other authors, including "Jin DY," "Kumar A," and several others, have contributed 3 documents each.

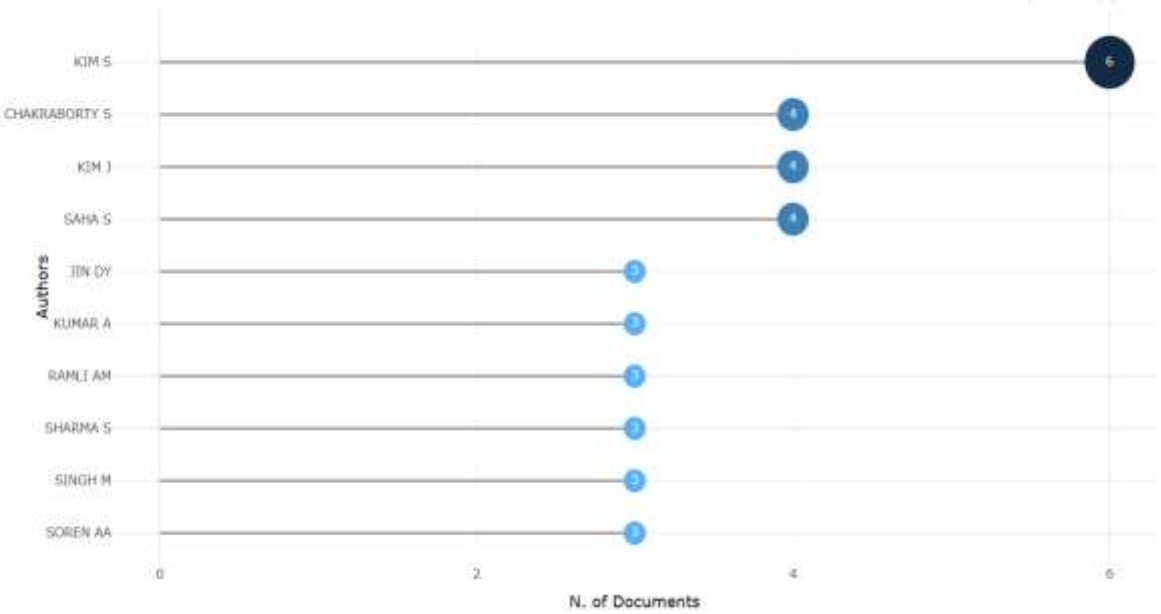

Fig. 10: Most Relevant Author

Source: Biblioshiny, Data Source: Scopus

Most Relevant Affiliation

In the graph below, the study represents the bibliometric analysis of the most relevant affiliation from the source of data Scopus. This is a horizontal bar chart showing the number of articles associated with different affiliations. Symbiosis International (Deemed University) has 12 articles, the most out of all affiliations on the chart. Samsung Electronics has 9 articles, and the remaining affiliations have between 6 and 8 articles.

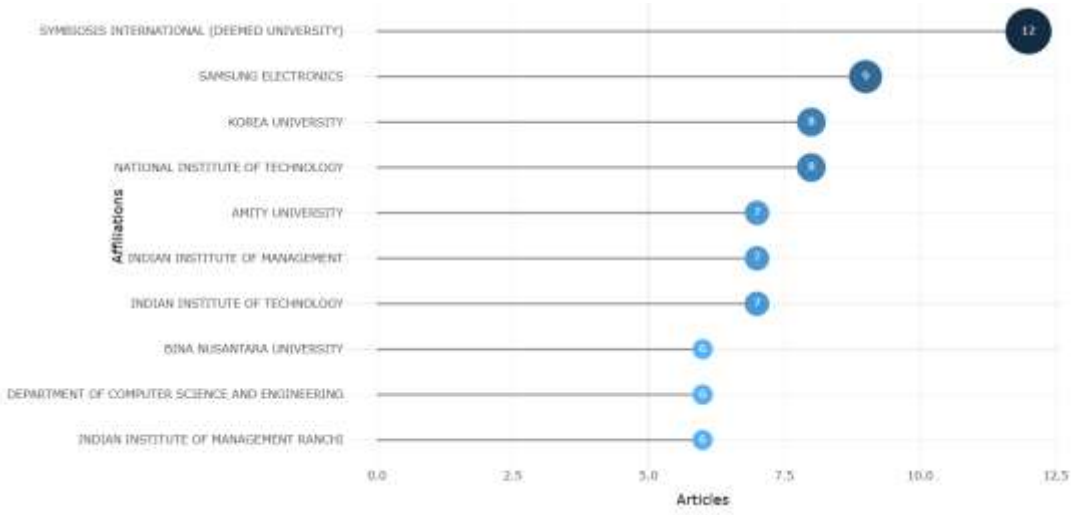

Fig. 11: Most Relevant Affiliation

Source: Biblioshiny, Data Source: Scopus

Corresponding Author's countries

As per the study, it can be identified that India is the Country with most Relavant articles published wherein there is an collaboration of MCP and SCP i.e. Single Country publication (SCP) and Multiple country publication (MCP). The image shows a bar chart. The chart shows the number of documents for each country. The countries are on the left y-axis and the number of documents is on the x-axis. The height of the bars represents the number of documents. Each country has two bars - one for SCP collaboration and one for MCP collaboration. India has the highest number of SCP documents.

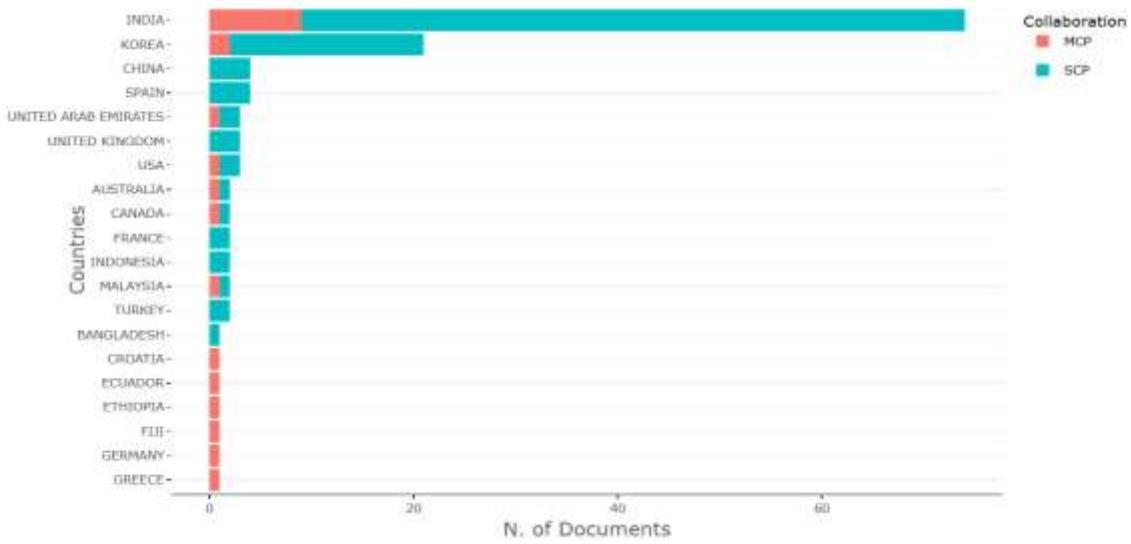

Fig. 12: Countries

Source: Biblioshiny, Data Source: Scopus

Most cited Countries

According to the analysis, here is the bibliometric analysis of the most cited country on the topic OTT platform and the most cited country is India with an total cited of 369 articles, as India has highest no of authors that's why it is being most cited as well.

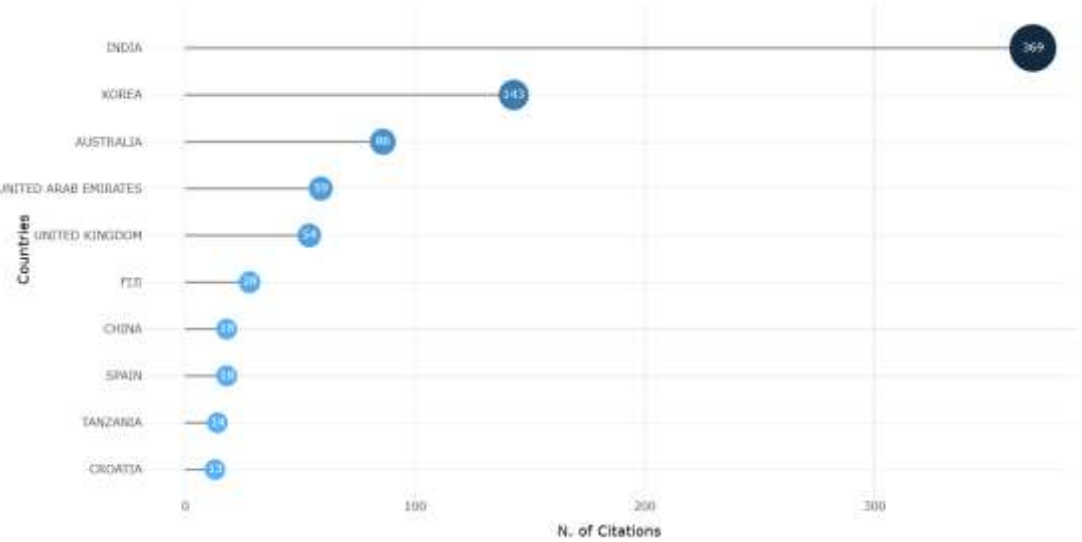

Fig. 13: Most Cited Country

Source: Biblioshiny, Data Source: Scopus

Most Frequent Words

The most frequent words often include key terms related to the research topic, common academic phrases, and general terminology. Here are some of the categories of frequent words you might encounter, below is the table of most frequent words used on the topic OTT platform.

Words	Occurrences
over-the-top	15
netflix	14
over-the-top platform	14
recommender systems	13
motion pictures	12
social media	11
video streaming	10
commerce	9
ott	8
video-streaming	8

Fig. 14: Most Frequent Words

Source: Biblioshiny, Data Source: Scopus

Word Cloud

Word Cloud in bibliometric analysis is the same as the frequently used words, but its size shows and determines the frequency, these reports and data help future Scholars to work on the topic by making recommendation that in which domain of a particular topic, they can get more research done.

Fig. 15: Word Cloud

Source: Biblioshiny, Data Source: Scopus

Tree Map

A tree map in bibliometric analysis is a graphical representation that displays hierarchical data using nested rectangles. Each rectangle represents a data point, and the size and color of the rectangles can convey additional information. In the context of bibliometric analysis, tree maps are used to show various

dimensions of bibliometric data, such as: frequent words, Recommendations, Authors, Countries and other Data from the topic.

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Fig. 16: Tree Map

Source: Biblioshiny, Data Source: Scopus

Co-occurrence Network

A Co-occurrence network below represents the relationship between the items that appeared frequently and together in the set of data. It consists of modes and edges that represent the pattern trends and connections in the review of the literature.

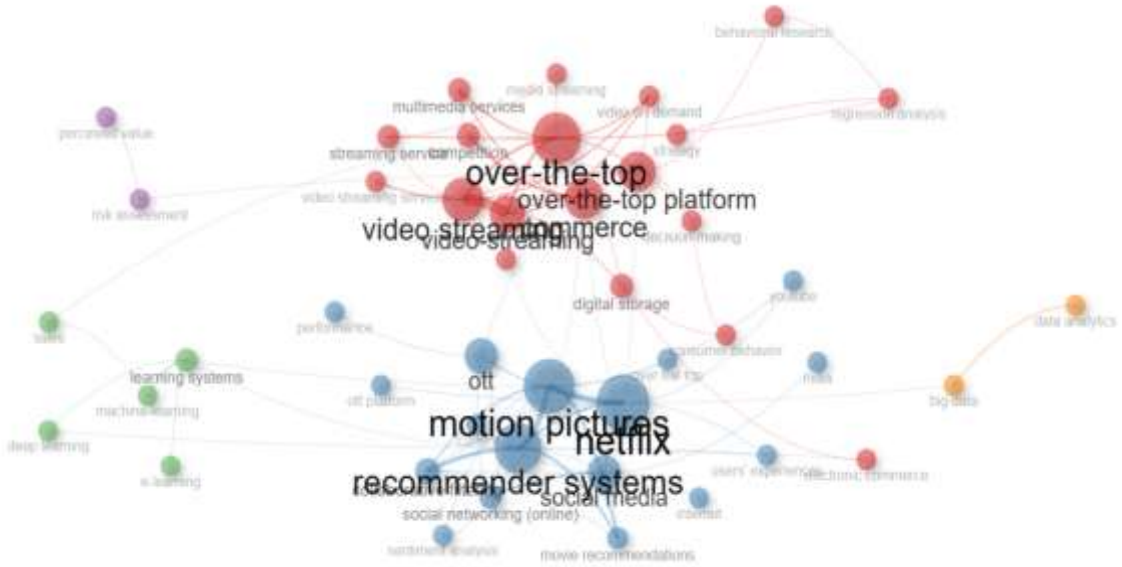

Fig. 17: Co-occurrence Network

Source: Biblioshiny, Data Source: Scopus

Factorial Analysis

Under the factorial analysis on the topic OTT platforms, the graph below shows the set of statistical techniques that represents themes, trends and cluster in scientific literature. The factorial analysis biplot reveals four main clusters of related variables, each situated in different quadrants, reflecting their similarities. The x-axis (31.84% variance) and y-axis (13.94% variance) show the relationships between these variables. The upper right quadrant includes terms like "OTT" and "big data," while the lower left has "streaming services" and "risk assessment." The upper left features "video streaming" and "YouTube," and the lower right includes "social media" and "Netflix." The analysis highlights key factors driving variance and relationships between the variables.

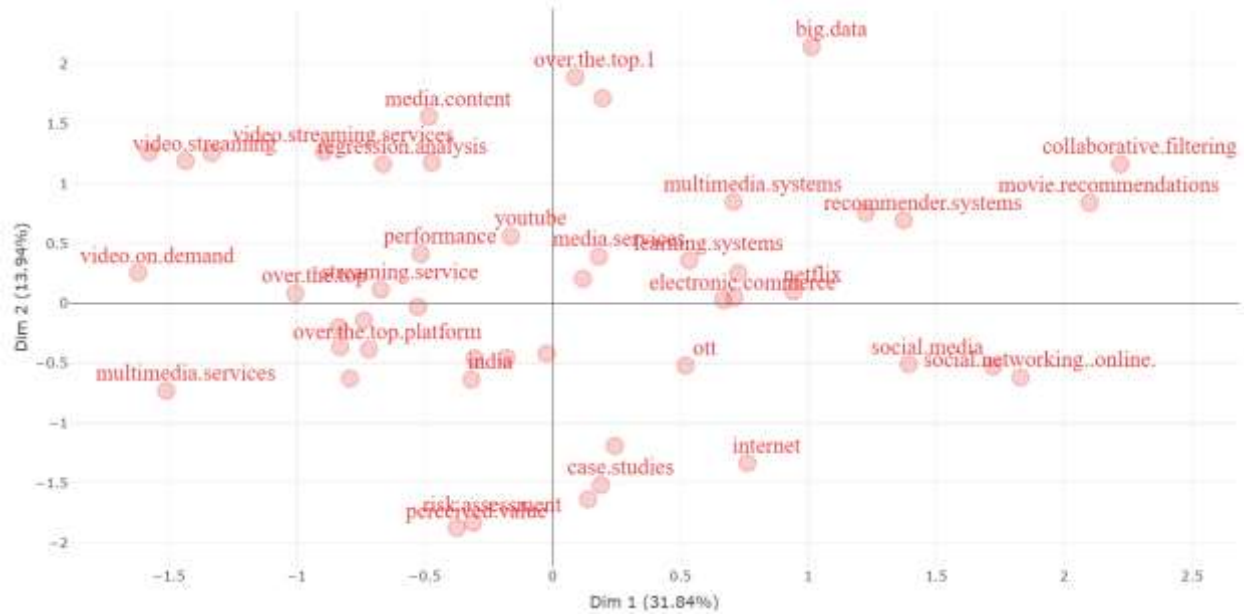

Fig. 18: Factorial Analysis

Source: Biblioshiny, Data Source: Scopus

Co-citation Network

The image depicts a co-citation network. The nodes represent authors and their publications, and the lines represent co-citations. The size of the node is proportional to the number of citations received by the author. The color of the nodes indicates the author's year of publication. The closer the nodes are to each other, the more likely they are to be co-cited. The network shows the relationships between different authors and their work. This network analysis can help to identify key authors and publications in a particular field.

Fig. 19: Co-citation Network
Source: Biblioshiny, Data Source: Scopus

Collaboration Network

This image shows a network of nodes, each representing a person. The nodes are connected by lines, suggesting relationships between these people. The different colors and sizes of the nodes might represent different qualities or roles of the people. Overall, the image depicts a complex network of relationships between a group of individuals.

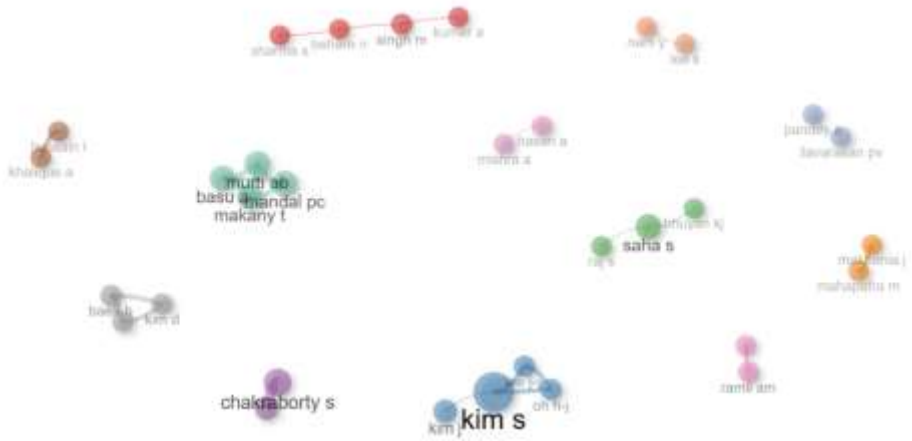

Fig. 20: Collaboration Network
Source: Biblioshiny, Data Source: Scopus

Countries collaboration World map

Below is the result of the collaboration of the countries on the topic OTT platform. This Bibliometric analysis is based on the world map. By this we Found that India has highest coloboration with World in the field of OTT platforms.

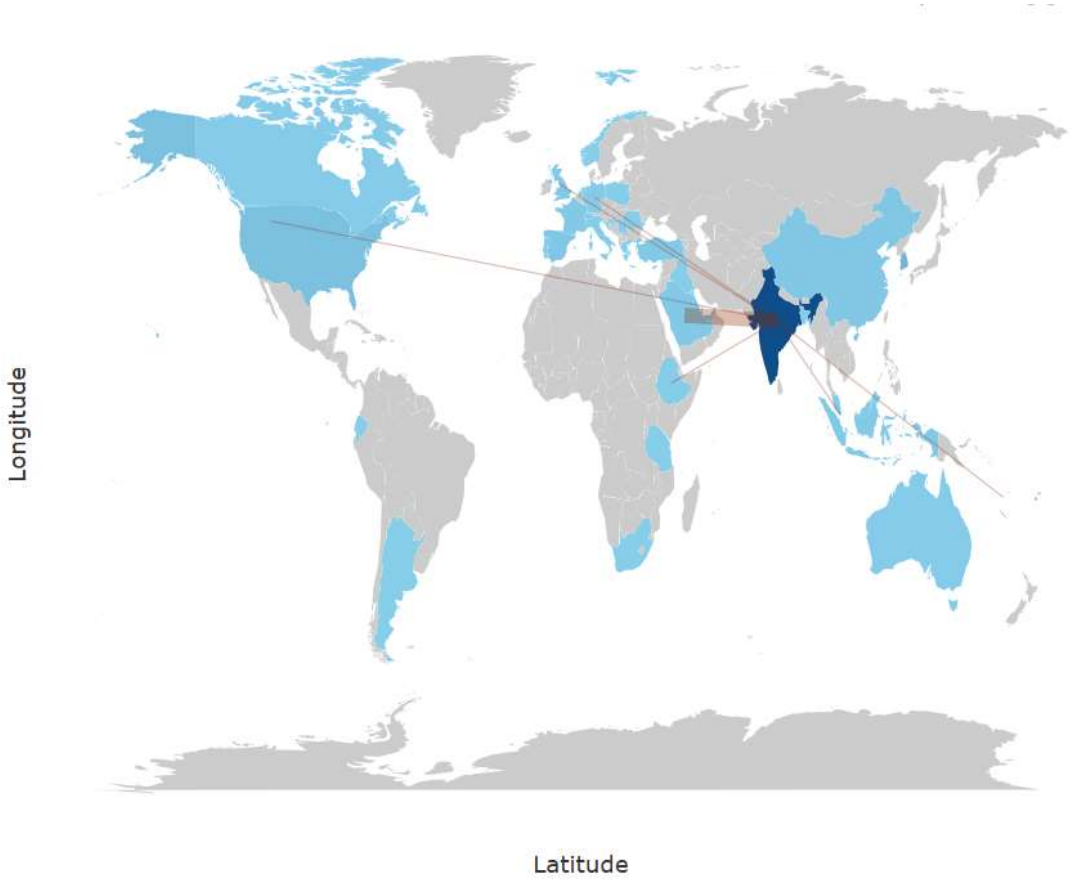

Fig. 21: Countries collaboration: World map
Source: Biblioshiny, Data Source: Scopus

5. CONCLUSION

The study comprehensively examines the growth and trends in research on OTT (Over-the-Top) platforms from 2014 to 2024, highlighting the significant expansion of academic interest in this field. With a total of 246 publications analyzed, the study reveals a rapid annual growth rate of 50.6%, indicating the increasing importance of OTT platforms in the global media landscape. The study also sheds light on the collaboration patterns among authors, countries, and institutions, with notable contributions from India, Korea, and China. Tools like VOSviewer and bibliometric analysis packages were employed to analyze the data, revealing that collaboration peaked during the COVID-19 pandemic, which had a profound impact on OTT research. The findings suggest that the research on OTT platforms is both diverse and impactful, offering valuable insights for researchers and businesses alike. The study's analysis of bibliometric indicators underscores the growing significance and productivity in this field, while also identifying key gaps and hotspots for future research.

6. REFERENCES

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