

# RISE OF INDIA'S ONLINE STREAMING SERVICES

The writing on that screen near you is clear, OTT is the future of home entertainment in India. For the uninitiated, OTT, short for Over The Top, are streaming services like Netflix that took over our mindspace in 2018. Thanks to new technologies, plummeting data charges, universalisation of entertainment, and smartphones—for catalysing their popularity and making them more accessible—the new year could well be the year when OTT platforms steal the thunder of traditional modes of home entertainment.

Presently, OTT forms just 16 per cent compared to traditional TV channels and other media, but a Boston Consulting Group study released last month says OTT platform in India presently is worth Rs 3,500 crore but can grow ten-fold to a whopping Rs 35,000 crore in the next five years. Another study, this time by Ernst & Young, says OTT users in the country will reach 500 million by 2020, making India the second biggest market after the US.





**Sinhgad Fort:** The literal translation of which would be The Lion's Fort, is just about 30 kilometres southwest of the city of Pune. It stands as a testimony to the bravery of the Maratha warriors under the leadership of Tanaji Malusare, the general of Chhatrapati Shivaji Maharaj. The fort was earlier known as Kondhana. The massive fort has been the site of many great battles. Strategically Sinhgad held immense importance in the Maratha regime as it is located right at the center of the series of other forts like Purandhar, Torna and Rajgad. The most famous among them is battle where Tanaji Malusare sacrificed his life and the Maratha warriors captured the fort. Chhatrapati Shivaji Maharaj termed Tanaji as "sinha" (Marathi equivalent for English "lion") and renamed Kondhana as Sinhgad.



The Murud - Janjira island fort is a marvel of architectural achievement, situated deep in the Arabian sea about 5 km from the coastal town of Murud. Its strong walls continue to stand strong and tall at 40 feet high, even at full tide. It is spread over 22 acres, has 19 towers and a high number of turrets, each of which has a cannon installed on it, some of which have remained intact. To visit Janjira fort, one has to reach the small village of Rajpuri, located at a distance of about 5km from Murud town. Regular ferry boats ply from Rajpuri village to Janjira fort, except for the rainy season.

Originally the fort was a small wooden structure built by a Koli chief in the late 15th century. It was captured by Pir Khan, a general of Nizamshah of Ahmednagar. Later, the fort was strengthened by Malik Ambar, the Abyssinian-origin Siddi regent of Ahmednagar kings. From then onward, the Siddis became independent and the fort continued to be occupied by them, undefeated despite many attacks. Some of the nearest attraction include Korlai Fort, Diveagar Beach, Harihareshwar Beach, Kashid Beach, etc.

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