IMPACT ON LIVE STREAMING SERVICES AND PLATFORMS: A STUDY ON CUSTOMER SATISFACTION WITH REFERENCE TO COIMBATORE

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ABSTRACT

The research study on "Impact on live streaming services and platforms: a study on customer satisfaction with reference to Coimbatore". An audio and video files in to a continuous flow on wired or wireless internet through an innovation and technological of transmitting data. Live streaming has become a powerful tool for content creators, gamers, and influencers to connect with their audience in real-time. Live streaming is used to stream content like sports, music, and even live classes. Live streaming platforms enable users to stream their content online live to their audiences. The main objectives are: 1) To study the customer awareness on live streaming apps and services, 2) To study the benefits and features on live streaming services,
3)To identify the websites and platforms on live streaming services. This research study on "Impact on live streaming services and platforms: a study on customer satisfaction with reference to Coimbatore" is descriptive in nature. The methodology used for the study it includes details about the methods of data collection, time period of the study, sampling design and data analysis, and tools to be used. In this study, the researcher approached the customer satisfaction on live streaming apps and services in the Coimbatore city to identify and describe the platforms and websites. In this study, the researcher approached the customer satisfaction on live streaming apps and services in the Coimbatore city to identify and describe the platforms and websites. The data on Primary source that might be more accurate on data analysis and interpretation by using SPSS application on percentage analysis and ANOVA test. A Good customer support can help to navigate through all the errors that might face easily on live streaming apps and services and customer satisfaction.

Keywords: Live streaming, apps, websites, services, platforms, benefits, features, function, customer satisfaction.

INTRODUCTION

The Streaming refers to any media content – live or recorded – delivered to computers and mobile devices via the internet and played back in real time. Podcasts, webcasts, movies, TV shows and music videos are common forms of streaming content. streaming application Software in a receiving device that supports a free or paid Internet streaming service such as Disney+, Netflix and Prime Video. A variety of streaming apps are included in smart TVs, cable boxes and digital media hubs such as Apple TV and Roku, most of which allow the user to
download additional apps. The   smart TV and digital media hub. The streaming is a method of watching TV and films using an internet connection. Streaming allows users to choose what they

want to watch and when via streaming services. You do not need to wait for a specific time for a TV or film to be on, but can watch it on demand. As streaming is usually done through an app, you can also stream anywhere you want from a compatible device – this could be a TV, a laptop or a tablet. You simply sign up to one of several streaming services, pay a monthly fee, and then you are free to stream your chosen entertainment wherever you are.

REVIEW OF LITERATURE

Falkowski-Gilski, P., & Uhl, T. (2020), In its early days, consumption of multimedia content was only possible at a stationary terminal device. The music player was located at home, and had to have a physical drive. Over the last decade, there has been an enormous increase in the number of online streaming platforms. These services enable users to consume rich multimedia content on various devices. Thanks to the widespread and availability of portable devices, any person connected to the Internet can access the same content, anytime and everywhere. This fact has forced wireless technologies to put significant emphasis on supporting high-quality content and on-demand services. However, energy consumption of handheld devices along with network bandwidth limitations are still the chief bottlenecks that today's consumers face. This paper focuses on the consumption of multimedia content using mobile devices. It describes a user case study, carried out in 2019 on 150 individuals from three age groups, that is: 16–18, 19–24, and 25–35 years old, with 50 participants in each group. This survey covers the development of online streaming platforms and aims to help content providers, service providers and policy makers when designing and evaluating systems and services. **Chalaby, J. K. (2024).** As television is embracing a new set of internet-related technologies, the medium is transitioning from broadcasting to streaming. With it, a new mode of distribution has emerged: the streaming platform. This research makes a three-pronged effort to assess their impact on the TV industry: it analyses the way platforms monetize content; it distinguishes types of streaming platforms based on a set of criteria that includes supply-chain arrangements and the way they structure commercial transactions among different sets of participants, and it considers the ownership of streaming services. This article contributes to media and communication studies by combining the platform literature with global value chain (GVC) theory in order to foster our understanding of streaming platforms. It contextualizes streaming platforms in the history of television and analyses how they are transforming the medium. **Omeje, S.(2025),** This paper examines the impact of online streaming mobile apps on broadcast television in Nigeria, and highlights the trajectory effect of the new streaming over traditional media channel. The study was carried out among the youths of Enugu metropolis with 400 respondents sampled. Presumably, all the respondents make use of smartphones as sources of their entertainment channel as they are less concerned about what the traditional media could afford them. The specific objective is to examine the level of exposure of the youths to streaming mobile apps considering its capacity to change entertainment distribution. The findings revealed among other that, Enugu urban youths prefer online streaming mobile apps to traditional broadcasting which has affected the consumption of traditional broadcasting contents. The paper recommended among others that, hybrid models that combine live programming with on-demand choices should be taken into consideration by traditional broadcast television networks**. Rotanova, M. B (2025),** The advent of streaming technologies can be ascribed to the innovative nature of the content they offer, the popularity of which has increased dramatically in recent years. The

objective of this study is to provide a theoretical framework for integrating streaming platforms into the broader concept of promoting an organisation in today's digital landscape. The article elucidates the main characteristics of streaming communications, explores ways to integrate them into an enterprise promotion programme and offers recommendations on how to effectively incorporate streaming platforms into an enterprise promotional strategy.

Objectives of the study

1. To study the customer awareness on live streaming apps and services
2. To study the benefits and features on live streaming services
3. To identify the websites and platforms on live streaming services

Research Methodology

This research study on "Impact on live streaming services and platforms: a study on customer satisfaction with reference to Coimbatore" is descriptive in nature. The methodology used for the study it includes details about the methods of data collection, time period of the study, sampling design and data analysis, and tools to be used. In this study, the researcher approached the customer satisfaction on live streaming apps and services in the Coimbatore city to identify and describe the platforms and websites. The data on Primary source that might be more accurate on data analysis and interpretation by using SPSS application on percentage analysis and ANOVA test.

Hypothesis testing

➢ **H1:** The mean variation in between real audience and the live streaming apps and services

➢ **H2:** The maen variation in between benefits of live streaming with customer satisfaction

Figure: 1 Top streaming apps

1. YouTube was the most downloaded streaming app worldwide for May 2020 with more than 29.3 million installs, which represented a 28.3 percent increase from May 2019. The countries with the most installs of the app during this period were the United States at about 16 percent of its total downloads and India at 11.2 percent. The full top 10 ranking of streaming apps worldwide by downloads for May 2020 is above. App download estimates are from Sensor Tower's Store Intelligence platform.
2. Netflix was the second most installed streaming app worldwide last month with more than 23.3 million installs, which represented a 52.1 percent increase from May 2019. The countries with the largest number of Netflix installs were the U.S. at 17.2 percent, followed by Brazil at 10.4 percent. Amazon Prime Video, YouTube Kids, and Twitch rounded out the top five most installed streaming apps worldwide for the month.
3. Store Intelligence users can see app download estimates for the above apps in addition to historical performance metrics on the Sensor Tower platform. Our estimates include downloads for the App Store and Google Play worldwide between May 1, 2019 and May 31, 2020. Apple apps and Google pre-installed apps are excluded. We report unique installs only. Android estimates do not include third-party stores. Figures represent aggregate installs of all app versions, ex: Facebook and Facebook Lite.

Live Streaming Platform

The Live streaming is the real-time broadcasting of video content online. It delivers content as it happens directly to the audience through a streaming service. Live video streaming allows users to consume content in real time and users can even engage with the creator in real time as well. Live streaming is used to stream content like sports, music, and even live classes. Live streaming platforms enable users to stream their content online live to their audiences. Your audience can watch the content live as it happens. Content is shown unedited and shared online so that viewers can stream the content. These websites serve as portals where live streams are hosted and can be accessed by audiences globally. They provide the necessary infrastructure to broadcast, view, and often interact with the live content, which can range from user-generated videos to professional broadcasts. The features of these platforms can include

1. Chat.
2. Functions
3. Donation
4. Options
5. Subscription services

Benefits of Live Streaming

The live streaming can provide a lot of benefits, they are:
1. Global Reach: Live streaming enables you to connect to your audience globally. You can reach your audience regardless of their geographical location, all they need is a device and a decent internet connection.
2. Increased Engagement: Interacting with your audience live can help you build better relationships with your audience. You can engage with them in real-time, these can be through comments, live quizzes, feedback, and more. For e-learning video platforms, this works well as students can ask questions, and doubts directly to the teacher, while the topic is being taught.

3. Cost-Effective: In comparison to traditional broadcasting methods, live streaming is much more cost-effective. Anyone can stream their content live with the help of a camera and their device. You no longer need any expensive equipment to reach out to your audience.

4. Convenience: With live streaming, users don't have to travel to attend a conference. Or a student does not need to go physically to attend his classes. They can do so easily at the comfort of their home.

5. Real-Time Feedback: Streaming live to your audience gives you instant feedback from users. You can use this to identify the response of your audience to your content instantly. Also, you can see if they face any challenges in a certain topic.

6. Monetization Opportunities: With live streaming, you can also use various monetization models. These can be based on ads, pay-per-view, and sponsorship.

7. Content Longevity: Live streams can be recorded and repurposed as on-demand content, extending the life of the original stream. For example, any live video lectures can be offered as recorded video, so that they can watch it at a later time.

8. Improved Analytics: Live streaming platforms offer detailed video analytics. They provide key insights into user behavior and demographics. Also, how they engage with the content, is invaluable for content strategy and marketing.

Features for live streaming

High-Quality Video and Audio: It need to be able to stream in good video quality for a good viewing experience. Similarly good audio quality is equally important for the stream. Reliable Streaming with Minimal Buffering: It is very important that your streams are seamless and there is no buffering. It can degrade the viewing experience of the user. Adaptive Bitrate Streaming: With adaptive bitrate streaming, video quality scales up and down depending on the users internet connection. If a user has a lower bandwidth, it will show a low video quality and vice versa. This is done to make sure that there is smooth and seamless streaming. Device Compatibility: There are a plethora of devices your users might use to access your live stream, thus it becomes important to ensure that you video can be played on all the different devices, browsers and more. Interactive Tools: Tools such as live chats, Q&A sessions, polls, and reactions is important to engage with your audience. Your live-streaming platform must provide you with such tools. User-Friendly Interface: A good UI can make or break a deal for both the viewing and broadcasting experience. It should be intuitive and easy to navigate to optimize your user experience. Recording and Playback Options: Recording your live videos and having them available as on-demand video is equally important. So that your users can watch it again or someone who missed the live stream can watch it at a later time. Analytics and Reporting: Access to detailed video analytics helps broadcasters understand their audience better and improve their content strategy. Content Monetization Options: Features like pay-per-view, subscriptions, or advertising enable broadcasters to monetize their content effectively. Robust Security: The Security features like password protection, encryption, DRM, and access controls are crucial for protecting content and viewer privacy. Customer Support and Troubleshooting: Reliable customer support is essential for resolving technical issues promptly, ensuring a smooth streaming experience. Good customer support can help you navigate through all the errors you might face easily. Custom Branding: Before choosing a live-streaming website you must get the option to customize the live streaming media player to your brand. Accessibility Features:

Captions, subtitles, and screen reader compatibility make the content accessible to a wider audience, including those with disabilities.

Pros and Cons on Live Streaming Platforms Pros:

1. **Cost**: They are free, making them available to a wide range of users. It can be individuals or small businesses.
2. **User Base:** They already have large audiences, which makes it perfect for better reach and visibility
3. **Ease of Use:** Generally user-friendly with minimal setup required, ideal for beginners.
4. Integration with Social Media: Seamless integration with social media platforms, enhancing social sharing and engagement.
5. **Community Features**: Often include interactive features like live chats, enhancing viewer engagement.

Cons:

1. **Limited Customization:** Fewer options for branding and customization compared to premium platforms.
2. **Advertising:** This may include platform-driven advertisements that can interrupt or distract from the content.
3. **Limited Control and Ownership:** Less control over content distribution and ownership; platforms may have strict content guidelines.
4. **Basic Analytics:** Analytics are often basic, lacking in-depth insights offered by premium services.
5. **Variable Stream Quality:** Stream quality can vary, and high traffic on the platform can impact performance.

Top Live Streaming Websites

1. **VdoCipher Live Stream**: VdoCipher enables organizations and individuals to stream their content live globally. You can easily integrate VdoCipher's live video streaming on your website or app in 5 minutes. You can also engage with your audiences using the authenticated and anonymous chat.
2. **Vimeo Livestream**: Vimeo is one of the most popular live streaming websites available. You can use Vimeo to live stream your content in high resolution.
3. **Brightcove**: Brightcove Live is another popular live streaming platform being used for professional purposes. They offer high-quality streams along with features such as content management, DVR, engagement, and analytics.
4. **Google Meet**: Google Meet is one of the most widely used live-streaming services. It is used extensively both by individual users and big organizations.
5. **Zoom Meeting**: Zoom is another popular video conferencing platform, widely used for online meetings, virtual events, classes, and webinars. It also has a live streaming feature with which you can stream to YouTube, Twitch, Facebook, and also custom RTMP destinations. Zoom doesn't have any monetization options for live streaming.
6. **Cisco Webex (Cisco X)**: The Cisco Webex as a live video streaming solution caters to professional and enterprise use. They promise high-security standards and high-quality video conferencing. They offer features like seamless screen sharing, interactive white boarding, and integration with other business tools for your live streaming websites.

Webex is primarily used for meetings, webinars, and events. It can also live stream to Facebook Live, IBM Video Streaming, YouTube Live, Vbrick Rev, or any other streaming service.

Platforms for Live Streaming to Stream Content

Live streaming has become a powerful tool for content creators, gamers, and influencers to connect with their audience in real-time. There are five top platforms for live streaming, including Twitch and similar options, each with its unique features and audience.

1. **Twitch**: Twitch is the leading platform for live streaming, particularly popular among gamers. It allows users to broadcast their gameplay, interact with viewers, and build a community. Twitch also offers categories for music, talk shows, and creative content, making it versatile for various streaming needs. Twitch has a massive global audience, with over 140 million monthly active users. The platform is particularly popular among the 18-34 age demographic, making it a hub for younger viewers. While gaming is the primary focus, Twitch also caters to niches like music, art, talk shows, and cooking. It's a go-to platform for those looking to build a community around their hobbies and interests.

2. **YouTube Live**: YouTube Live is part of the broader YouTube ecosystem, offering a robust platform for live streaming. It allows creators to do live event streaming host Q&A sessions, and stream gameplay. Integration with YouTube's vast video library makes it easy to combine live and pre-recorded content. YouTube Live attracts a diverse audience, given YouTube's position as the second most visited website globally. It caters to all age groups, from teenagers to adults, making it a versatile platform for streaming. YouTube Live is ideal for creators in various niches, including gaming, education, tech reviews, live events, and lifestyle content. Its versatility makes it suitable for almost any type of live streaming.

3. **Facebook Live**: Facebook Live leverages the massive user base of the social media giant, allowing users to broadcast live to their friends, groups, and followers. It's integrated into the Facebook app, making it accessible and easy to use for live streaming. With over 2.8 billion monthly active users, Facebook Live reaches a broad audience across different age groups and demographics. It's particularly effective for reaching an older demographic compared to platforms like Twitch. Facebook Live is popular for community events, live announcements, Q&A sessions, and live tutorials. It's also widely used for live shopping events and business promotions, thanks to its integration with Facebook's business tools.

4. **Instagram Live**: Instagram Live is a feature within the Instagram app that allows users to broadcast live videos to their followers. It's particularly popular among influencers and brands for its real-time engagement features like comments and likes. Instagram Live primarily caters to a younger audience, with a significant user base among 18-29-year- olds. It's a go-to platform for reaching Millennials and Gen Z. Instagram Live excels in niches such as fashion, beauty, fitness, and lifestyle. Influencers often use it for live tutorials, product launches, and behind-the-scenes content to engage their followers.

5. **Kick.com**: Kick.com is a newer platform for live streaming that focuses on providing a user-friendly experience for both streamers and viewers. It offers low-latency streaming, interactive features, and robust community tools. Kick.com attracts a diverse audience, including gamers, tech enthusiasts, and general entertainment seekers. Its innovative features appeal to a younger demographic, similar to Twitch. Kick.com specializes in gaming content but is also expanding into other areas like tech reviews, live events, and creative arts. Its interactive community tools make it a strong contender for those looking to build a loyal audience.
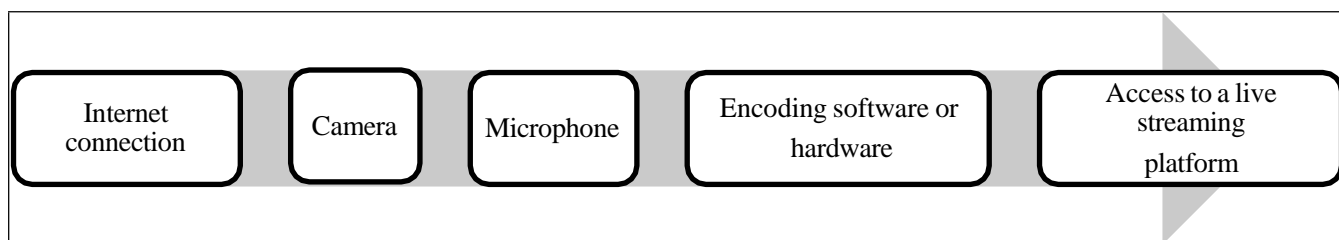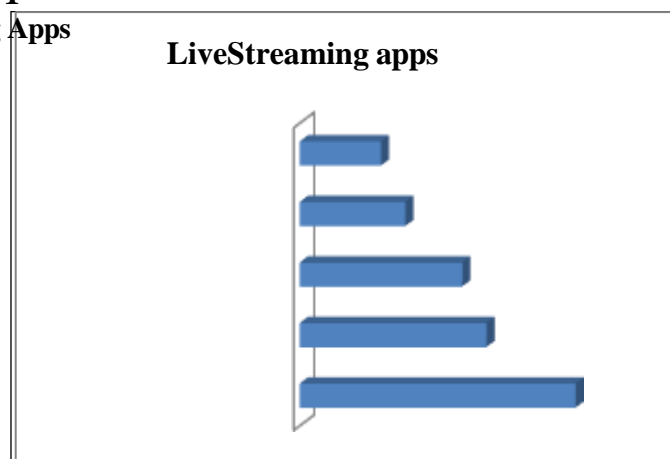
Internet connection	Camera	Microphone	Encoding software or hardware	Access to a live streaming platform

Figure:2 Basic Requirements for Live Streaming Connectivity

RESULT AND DISCUSSION

Table No: 1
Live Streaming Apps

Streaming Apps	Percentage
You Tube	34
Netflix	23
Amazon Prime Video	20
Disney +	13
Twitch	10

LiveStreaming apps
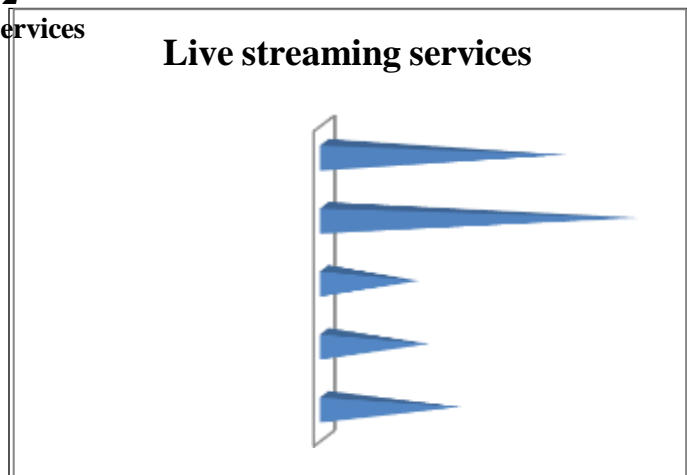
Twitch	10
Disney +	13
Amazon Prime Video	20
Netflix	23
You Tube	34

Majority on 34% of the customers prefer the You Tube streaming app followed by Netflix (23%).

Table No: 2
Live Streaming services

Streaming Services	Percentage
Vdo Cipher Live Stream	13
Vimeo Live stream	10
Brightcove	9
Google Meet	30
Zoom Meeting	23
Cisco Webex	15

Live streaming services

|	
Zoom Meeting	23
Google Meet	30
Brightcove	9
Vimeo Live stream	10
Vdo Cipher Live Stream	13

Majority on 30% of the customers prefer the Google meet streaming app

Table No: 3 Benefits of Live Streaming

Benefits	Percentage
Global Reach	20
Increased Engagement	12
Cost-Effective	15
Convenience	10
Real-Time Feedback	10
Monetization Opportunities	9
Content Longevity	6
Improved Analytics	18

Benefits

20   18

15

12

10   10   9

6
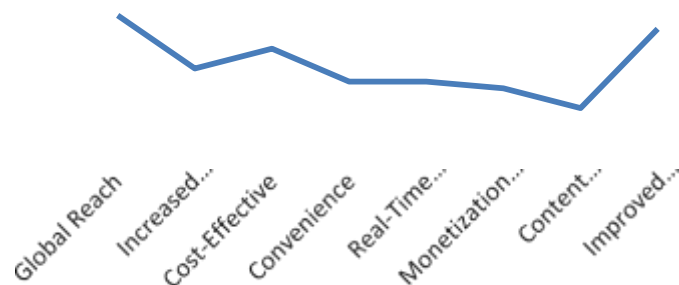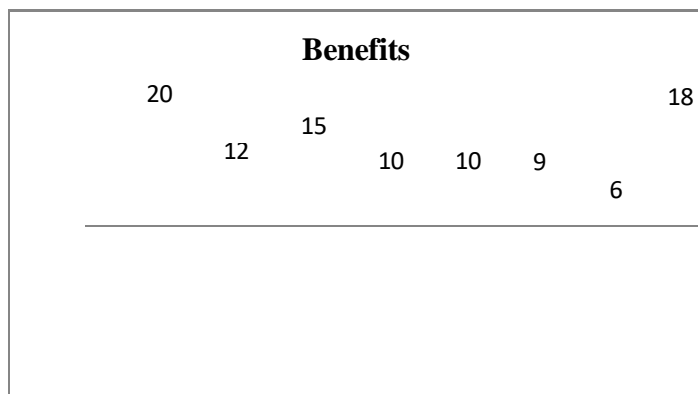
Majority on 20% of the customers prefer the benefits on Global reach live streaming

Table No: 4
Live Streaming Platforms

Streaming Platform	Percentage
Twitch	19
YouTube Live	23
Facebook Live	20
Instagram Live	28
Kick.com	10

Platforms

Kick.com 10% Twitch 19%

Instagram Live 28%
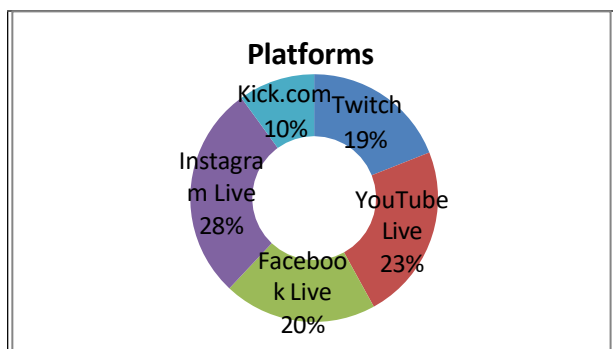
YouTube Live 23%

Facebook Live 20%

Table -5
Measure of dispersion and one-way Anova test association between live streaming apps and services

Apps and services		Mean	St.d	F Value and sig
You Tube	Vdo Cipher Live Stream	1.3277	0.553	
Netflix	Vimeo Live stream			
Amazon Prime Video	Brightcove	1.413	0.479	Overall** 16.423
Disney +	Google Meet Zoom Meeting Cisco Webex	2.724	0.534	0.00
Twitch		2.519	1.428	
		1.728	0.441	

**The hypothesis framed is accepted and it has been declared that there exists association between live streaming apps and services

Table -6
Measure of dispersion and one-way Anova test association between Benefits of Live Streaming with customer satisfaction

Digital technologies on M-banking services with customers		Mean	St.d	F Value and sig
Global Reach		1.498	0.557	
Increased Engagement		0.432	0.537	
Cost-Effective		0.567	0.534	
Convenience	Customer satisfaction	0.676	1.562	Overall** 12.593
Real-Time Feedback		0.754	0.588	0.00
Monetization Opportunities		0.562	0.356	
Content Longevity		0.654	0.429	
Improved Analytics		0.872	0.443	

**The hypothesis framed is accepted and it has been declared that there exists association between Benefits of Live Streaming with customer satisfaction

CONCLUSION

To improve the quality of your streams, you can use good live streaming software, a good camera, a high-quality microphone, headphones, and a stable internet connection. The research findings on live streaming apps on You tube (34%) and the services like Google meet service majority were (30%), followed by Zoom meeting (23%). The benefits on live streaming like Global Reach majority (20%) followed by improved analytics (18%). The best streaming platforms like Instagram live (28%) followed by Youtube live (23%). This research mentioned on a reliable customer support is more essential for resolving technical issues promptly, ensuring

a smooth streaming experience. A Good customer support can help to navigate through all the errors that might face easily and customer satisfaction.

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