

Reviving Tradition in the Digital Age: The Role of OTT Platforms in Promoting Hindustani Classical Music through Bandish Bandits



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Abstract

The rapid growth of OTT platforms has significantly transformed the way audiences engage with cultural content, including traditional art forms. This study examines the role of OTT culture in promoting Hindustani Classical Music and Gharana tradition, with a focus on the series **Bandish Bandits**, released on Amazon Prime. **Bandish Bandits** is a compelling narrative that delves into the nuances of Hindustani Classical Music, showcasing the rich heritage of the Gharana tradition. This research aims to analyze the impact of the series on viewers' understanding and appreciation of these musical traditions. To achieve this, a survey was conducted among 350 viewers of **Bandish Bandits** to gauge their responses and experiences after watching the series. The findings suggest that the series not only sparked an interest in Hindustani Classical Music among a broader audience but also enhanced the understanding of the Gharana tradition. By presenting classical music in an accessible and engaging format, the series has succeeded in reaching an audience that might otherwise have remained disconnected from this cultural heritage. The study highlights the potential of OTT platforms to serve as powerful mediums for cultural preservation and promotion. It underscores the importance of such platforms in making traditional art forms more approachable to contemporary audiences, thereby contributing to their revival and sustained relevance in modern society. Through this research, the study aims to provide insights into the evolving relationship between digital media and cultural heritage, with specific reference to musical traditions in India.

Keywords: Bandish Bandits, Promotion, Indian Classical Music, Survey

Research Paper

Introduction

Hindustani classical music is an important part of India's rich and diverse culture. Originating from the Vedic chants and evolving through centuries of royal patronage and religious influence, this musical form is not merely an art; it is a reflection of India's philosophical, spiritual and cultural ethos. Hindustani classical music, one of the two main traditions of Indian classical music, alongside Carnatic music, traces its roots to ancient traditions of music-making that date back to more than 2000 years. Over time, it has evolved while absorbing influences from Persian and Mughal cultures. This mainly happened during the medieval period, blending Indian spirituality with Persian influences.

Evolution of Hindustani Classical Music

The journey of Hindustani classical music is complexly tied to the history and cultural shifts in India. Its foundation can be traced to the Samaveda, where chants were sung in a melodic format that laid the groundwork for the Raaga system. This system, integral to both Hindustani and Carnatic traditions and forms the backbone of classical compositions while offering a framework for musicians to explore melodic patterns within certain rules.

During the medieval period, the patronage of music moved from religious institutions to the royal courts.

This shift allowed classical music to evolve into a refined form of entertainment, with the Mughal era marking a significant chapter in its development. Notable figures like Tansen, the court musician of Emperor Akbar, symbolized the deep ties between music and royal patronage, where musicians were valued for their contributions to the arts. This period saw the emergence of Gharanas—musical schools or lineages—that preserved and taught specific styles of playing and singing, thus becoming the custodians of Hindustani classical traditions.

However, the decline of royal courts during the colonial era marked a turning point for classical music. The loss of patronage forced many musicians to seek livelihoods outside traditional frameworks, adapting to popular tastes and performing in public spaces, recording studios and eventually the nascent radio networks. This shift diluted the exclusivity of classical performances but also broadened its reach beyond elite audiences. The emergence of the All India Radio (AIR) in the early 20th century offered a new medium for classical musicians, enabling them to reach listeners across the subcontinent, albeit in a more standardized format that some purists criticized for lacking the spontaneity of live performances.

Challenges in the Modern Era

In contemporary times, Hindustani classical music faces challenges that threaten its preservation. The advent of mass media, changing cultural preferences and globalization have significantly altered the cultural landscape of India. Popular music genres like Bollywood, pop and hip-hop have taken centre stage, particularly among younger audiences, while classical forms often struggle to find a place in mainstream entertainment. The long, meditative nature of classical compositions, typically demanding a refined ear and understanding, contrasts sharply with the fast-paced, easily digestible content that defines modern entertainment consumption. Moreover, the traditional Guru-Shishya (teacher-student) model of imparting musical knowledge has diminished, particularly in urban areas where lifestyle changes and modern education systems leave little room for immersive learning experiences. The slow erosion of this model has impacted the transmission of subtle nuances and improvisational skills essential to classical music. As a result, classical music is often perceived as distant, requiring a specialized understanding, which makes it less accessible to those without a family tradition or formal training in music.

These challenges are further compounded by the commoditization of music, where commercial viability often dictates artistic expression. The pressures to adapt to the market's demands have pushed many classical musicians to blend their art with popular elements, sometimes at the expense of its purity. While this fusion has helped classical music reach new audiences, it has also led to debates about preserving its authentic spirit.

The Emergence of OTT Platforms and the Digital Revolution

The digital revolution of the 21st century has drastically transformed the ways in which content is created, distributed and consumed. Over-the-top (OTT) platforms like Netflix, Amazon Prime Video and Disney+ Hotstar have redefined entertainment, allowing audiences to access a vast array of content anytime, anywhere. This shift has also paved the way for more niche and diverse content that traditional television channels often overlook. For the first time, there is an opportunity for content creators to address specific audience interests, including those that cater to regional languages, folk traditions and classical art forms.

OTT platforms have democratized content distribution, offering an alternative to the rigid programming schedules and format constraints of traditional television. This flexibility has allowed for storytelling that is deeper, more varied and capable of engaging audiences over multiple episodes or seasons. The rise of OTT has also aligned with the increased accessibility of the internet and smartphones in India, making digital platforms a central part of entertainment consumption for millions.

In the context of music, OTT platforms have been instrumental in diversifying the type of music that reaches audiences. While mainstream music continues to dominate, these platforms have made room for documentary series, music-based shows and experimental projects that highlight traditional music forms. For Hindustani classical music, which thrives on the intricate performances and storytelling of Raagas, this offers a new medium where the richness of the art form can be explored with depth and nuance.

The Role of OTT in Cultural Revival

OTT platforms are particularly well-suited for reviving and reintroducing cultural heritage because of their ability to reach global audiences and their capacity for longer, serialized storytelling. This is where a series like *Bandish Bandits* comes into play. Released on Amazon



Prime Video, *Bandish Bandits* is a narrative that seamlessly integrates the world of Hindustani classical music with contemporary themes, making it accessible to a younger generation unfamiliar with the tradition.

The series revolves around the life of a classical music prodigy who grapples with the challenges of upholding his family's musical legacy while navigating the modern music industry. Through this storyline, *Bandish Bandits* explores the nuances of the Gharana tradition, the challenges faced by classical musicians in adapting to contemporary tastes and the timeless appeal of classical compositions. It blends classical raagas with modern musical styles, creating a fusion that is palatable for today's digital-savvy audience while retaining the essence of traditional music.

One of the key ways in which OTT platforms like Amazon Prime have aided this cultural revival is by offering a space for the convergence of tradition and modernity. The series does not merely present classical music as a relic of the past but instead positions it as a living, evolving art form. By showcasing performances, competitions and the rigor of classical music training, it invites audiences to appreciate the depth and discipline of this tradition. The portrayal of classical music through high-quality audio-visual storytelling, made possible by digital platforms, provides an immersive experience that traditional TV or radio formats could not offer.

Moreover, the reach of OTT platforms allows Hindustani classical music to extend its influence beyond geographical boundaries. *Bandish Bandits* has been able to attract viewers not only in India but across the globe, creating new cultural ambassadors who might seek to explore live performances or recordings of classical music after engaging with the series. This potential for global reach is particularly significant in the digital age, where cultural products can quickly gain international attention, fostering cross-cultural understanding and appreciation.

Impact on Digital Media Consumption Patterns

The advent of OTT platforms has reshaped digital media consumption patterns in India, especially among younger audiences. Unlike traditional forms of media, where content is broadcast at scheduled times, OTT platforms enable on-demand access. This shift has empowered viewers to curate their own entertainment experiences, making room for content that they might not have explored otherwise. For a musical tradition

like Hindustani classical music, which requires time and focused listening, the on-demand nature of OTT viewing allows audiences to engage with content at their own pace, fostering a more organic interest in the art form.

Additionally, the rise of social media alongside OTT platforms has created a synergy that further amplifies the impact of shows like *Bandish Bandits*. Discussions on platforms like Twitter, Instagram and YouTube can create a ripple effect, where viewers share clips, discuss the musical elements and engage in conversations about the cultural aspects portrayed in the series. This social media interaction serves as a form of digital word-of-mouth that can draw in viewers who may not have been initially interested in classical music.

The influence of digital media has also shifted the focus from short-term trends to long-form storytelling, allowing for the exploration of complex cultural narratives. Unlike the 3-4 minute clips typical of social media, OTT series have the time to delve into the deeper aspects of Hindustani classical music, such as the discipline of riyaz (practice), the complexities of raagas and the philosophy behind Gharanas. This detailed narrative approach helps demystify classical music for new audiences, presenting it in a way that is relatable and engaging.

In short, the emergence of OTT platforms represents a pivotal shift in how traditional art forms like Hindustani classical music can find a renewed audience in the digital age. With series like *Bandish Bandits*, the intricate world of classical music is being reimagined for contemporary viewers, offering a bridge between the past and the present. By embracing the possibilities of digital storytelling, OTT platforms provide a unique opportunity to preserve, promote and celebrate cultural heritage, ensuring that the essence of Hindustani classical music continues to resonate with new generations. The interplay between tradition and modernity, facilitated by these platforms, suggests a promising future where classical music can coexist with contemporary entertainment, finding relevance and appreciation in an ever-evolving cultural landscape.

Objectives

- To examine the role of *Bandish Bandits* on OTT platforms in reviving interest in classical music.
- To analyze the representation and accessibility of the Gharana tradition through digital platforms.

Literature Review

i. Hindustani Classical Music and its Decline

Hindustani classical music has a deep-rooted history in India, dating back over two millennia. It evolved significantly during the Vedic period with its foundation in the Samaveda chants, later flourishing under the patronage of various kingdoms and empires. The medieval period, particularly the Mughal era, marked the golden age of this tradition, where court musicians like Tansen thrived, and the Gharana system—musical schools with specific styles—began to take shape. This era ensured that the art of Hindustani classical music was passed down through generations with utmost discipline and reverence.

However, the decline of royal patronage following the fall of kingdoms and the onset of British colonial rule marked the beginning of challenging times for classical music in India. As the British Empire dismantled regional powers and reshaped India's sociopolitical landscape, the state support and patronage that many classical musicians depended on disappeared. This led musicians to adapt their craft to survive in a rapidly changing world, often performing in public concerts and festivals instead of the exclusive settings they were accustomed to. The transition from private, courtly patronage to a more public form of art fundamentally altered the structure and audience of classical music.

One of the critical consequences of this shift was the commoditization of classical music. With the rise of radio, gramophones, and eventually the film industry, classical music had to adjust to the demands of a broader audience. Musicians, who once had the freedom to perform extended compositions and improvisations, now faced the constraints of time-limited performances suitable for radio broadcasts or recorded media. The need to cater to popular tastes often led to a dilution of the purity and complexity that characterized classical music performances. This shift, while opening up new avenues for musicians, contributed to a gradual erosion of the art form's traditional essence.

Furthermore, the Guru-Shishya (teacher-student) tradition, which was the bedrock of classical music training, also faced challenges. This ancient system involved an immersive, lifelong learning process where students would live with their gurus and absorb the nuances of the art form through close observation and practice. It was not just about mastering the technicalities but internalizing the philosophy and

spirit behind each raaga. With modern educational systems and urbanization, this tradition began to wane. Many students sought more formalized and less time-intensive modes of learning, often through music schools and institutions, which could not replicate the depth of knowledge imparted through the traditional methods. The shift away from this intensive mentorship model has contributed to the diminishing depth in the practice of classical music, making it difficult for newer generations to fully grasp the intricacies of the tradition.

These changes, combined with the growing popularity of film music and other global genres, led to a decline in the prominence of Hindustani classical music. While it retained a niche audience, it struggled to appeal to the younger generation, who were more drawn to faster, more easily accessible musical forms. As a result, Hindustani classical music faced an uncertain future, with many questioning its relevance in a rapidly modernizing society.

ii. Digital Media and Cultural Revival

The digital age has brought about a revolution in how culture is consumed, shared, and preserved. With the advent of the internet and the proliferation of digital platforms, cultural forms that once faced the risk of being forgotten have found new ways to connect with audiences. Over-the-top (OTT) platforms, such as Netflix, Amazon Prime Video, and Disney+ Hotstar, have become central to this shift, providing a space where niche content can find its audience without the constraints of traditional media.

OTT platforms differ significantly from television or radio in their approach to content distribution. Unlike traditional media, where programs have to cater to broad demographics to attract advertisers, OTT platforms have the flexibility to target specific niches and interests. This allows for the creation of content that caters to smaller, more focused audiences, such as fans of classical music or traditional art forms. For example, a series or documentary focused on a particular cultural tradition can be hosted on an OTT platform without worrying about ratings or time slots, as viewers can access it on demand.

The global reach of OTT platforms has made them particularly effective in promoting cultural content. For instance, a show about Indian classical music can be watched not only in India but by audiences around the world who might have a cultural interest in Indian music. This allows for cross-cultural appreciation and

understanding, potentially expanding the fan base of traditional art forms beyond national borders. This global accessibility is a significant departure from earlier times, when the reach of cultural content was limited to regional audiences due to the geographical constraints of broadcasting.

Several studies have highlighted the role of OTT platforms in cultural preservation. These platforms enable storytelling that is deeper and more complex, providing space for cultural narratives that traditional media might find too niche to explore. For example, they can host content that delves into the history, philosophy, and technique of classical music, appealing to viewers who are curious to learn more about these traditions. This capacity for in-depth storytelling is crucial for art forms like Hindustani classical music, which thrive on the depth of expression and the intricate relationship between the performer and the art.

Additionally, the interactivity of digital platforms, coupled with social media, has created a dynamic ecosystem where viewers can engage with content and creators directly. Shows or documentaries that feature classical music often become subjects of discussion on social media, creating a ripple effect that draws more viewers to the content. The ease of sharing clips, reviews, and discussions through platforms like Twitter, Instagram, and YouTube means that the reach of classical music content is amplified far beyond the platform itself, creating a new, engaged community of enthusiasts.

iii. Case Studies of Relevant Content

Several OTT series and documentaries have aimed to promote and preserve traditional Indian art forms, using digital media as a tool for cultural revival. *Bandish Bandits* is one of the most notable examples, but it is not the only one. Examining other cases provides a broader understanding of how digital platforms are contributing to the resurgence of classical and traditional music.

One example is the documentary series *The Music of India*, available on various digital platforms, which explores the rich diversity of Indian music, including classical, folk, and devotional forms. This series uses high-definition recordings and interviews with renowned musicians to delve into the philosophy and history of different music traditions. By presenting these narratives in a visually engaging and accessible format, the series has made it easier for younger viewers to appreciate the depth of Indian classical music.

Another example is *Sacred Games*, a popular Netflix series that, while primarily a crime drama, features a soundtrack rich in classical Indian motifs. The series uses classical raagas as part of its background score, subtly introducing global audiences to the mood-setting capabilities of these compositions. While not directly focused on classical music, this use of traditional elements in mainstream storytelling has helped to keep classical motifs relevant in contemporary narratives, making them a part of the broader cultural conversation.

Indian Classical Showcase, available on streaming platforms like YouTube and Vimeo, is another digital initiative aimed at preserving the essence of classical performances. It features live recordings of classical concerts, often from lesser-known artists, providing a platform for them to reach global audiences. Unlike television, which rarely broadcasts such niche content, digital platforms allow enthusiasts from all over the world to experience live classical performances from their homes, offering a new avenue for artists who might otherwise struggle to find a stage.

Furthermore, *Rhythm and Raaga*, a podcast series available on Spotify, dives into the world of Indian classical music, explaining the origins and emotional expressions behind various raagas. The series has helped younger audiences, who are more likely to consume content through audio streaming platforms, develop an appreciation for classical music. By making use of a format that is convenient and popular among young listeners, this podcast has managed to keep the spirit of classical music alive.

A deeper analysis of these case studies reveals some common themes in the digital revival of traditional music. The most successful initiatives tend to blend education with entertainment, providing viewers not only with performances but also with contextual understanding. They demystify classical music, breaking down the technical aspects into stories that the average listener can relate to. This approach helps to bridge the gap between the old and the new, making classical music feel more accessible and less like a relic of the past.

These examples illustrate the potential of OTT platforms to serve as modern-day custodians of culture, offering a space where the traditions of the past can be reimagined for today's audience. They show that while the challenges facing traditional music are real, digital platforms have created opportunities for revival that were unimaginable a few decades ago. By providing a space for both pure classical performances and contemporary stories that

incorporate traditional elements, OTT platforms ensure that classical music remains a vibrant part of the cultural conversation.

The literature review highlights the complex relationship between Hindustani classical music and the digital age. While classical music has faced significant challenges over the years due to the loss of traditional support structures and changing audience preferences, digital platforms have emerged as a powerful tool for its revival. OTT platforms like Amazon Prime and Netflix, through shows like *Bandish Bandits* and other cultural content, have created new pathways for audiences to engage with classical music in an accessible and engaging manner. These platforms not only preserve the tradition but also reframe it for a modern, global audience, ensuring that the richness of India's musical heritage continues to thrive in the digital age.

Methodology

a. Research Design

This study employs a mixed methods approach to provide a comprehensive understanding of the impact of OTT platforms, particularly the series *Bandish Bandits*, on the audience's appreciation and understanding of Hindustani classical music. A mixed methods approach integrates both quantitative and qualitative data, allowing for a more nuanced analysis that captures both measurable trends and in-depth insights.

- **Quantitative Component:** The quantitative aspect involves a survey conducted among 500 viewers of *Bandish Bandits*. This approach is aimed at gathering measurable data on changes in the audience's interest and appreciation for Hindustani classical music after watching the series. It seeks to quantify shifts in perception and gauge the extent to which the series influenced viewers' engagement with classical music.
- **Qualitative Component:** The qualitative aspect includes a content analysis of reviews, social media discussions, and audience feedback related to the show. This component focuses on understanding the nuances of viewers' experiences, exploring the emotional and intellectual responses elicited by the show, and identifying themes in how the portrayal of classical music resonated with audiences. By analyzing comments and discussions on platforms like Twitter, Instagram, and review sections on Amazon Prime Video, the study aims to uncover

deeper insights into the cultural reception of the show.

The integration of these two methods ensures that the study captures both the numerical evidence of the series' impact and the contextual factors that contribute to audience engagement with Hindustani classical music.

b. Data Collection

Data collection for this study was conducted in two phases, focusing on gathering both survey data and qualitative insights from audience feedback.

Survey of 500 Viewers of *Bandish Bandits*

A structured survey was designed, consisting of multiple-choice questions, Likert scale ratings, and open-ended questions. The survey aimed to assess viewers' familiarity with Hindustani classical music before and after watching the series, their level of interest in classical music following the show, and their perceptions of the show's portrayal of classical traditions.

A purposive sampling method was used to select 500 respondents who had watched *Bandish Bandits*. These respondents were identified through social media platforms, fan groups, and online forums where discussions about the series were active. This method ensured that the survey reached individuals who had experienced the content firsthand and could provide relevant feedback. The survey was distributed online using platforms like Google Forms and through direct invitations sent to active participants in *Bandish Bandits* fan communities. The digital distribution method ensured that responses were collected quickly and from a diverse geographical audience, reflecting the global reach of the OTT platform.

- i. **Data Sources:** The qualitative data was collected from multiple digital sources, including:
 - ii. **Review sections** on Amazon Prime Video, where viewers shared their thoughts on the series.
 - iii. **Social media platforms** such as Twitter, Instagram, and Reddit, where discussions about *Bandish Bandits* and its portrayal of classical music were active.
 - iv. **Online forums and blogs** focused on Indian music and cultural content, where detailed discussions about the impact of the series took place.
 - v. **Data Collection Method:** A keyword-based search was used to identify relevant comments and discussions. Keywords included terms

like “Bandish Bandits,” “Hindustani classical music,” “Gharana tradition,” “fusion music,” and “classical revival.” This method ensured that the data collected was specifically focused on audience reactions to the portrayal of classical music in the series.

vi. Sampling of Data: A sample of 300 in-depth comments and posts was selected from the larger pool of discussions, ensuring a mix of positive, neutral, and critical perspectives. This sample size allowed for a manageable yet diverse dataset, providing a balanced view of audience reception.

c. Data Analysis

The analysis involved interpreting the survey results quantitatively and conducting a thematic analysis of the qualitative data. This dual approach allowed for a rich, multi-dimensional understanding of the research problem.

i. Descriptive Statistics: The survey responses were analyzed using descriptive statistics, focusing on mean ratings, percentages, and frequency distributions. For example, the study examined the percentage of viewers who reported an increased interest in classical music after watching the series and those who expressed a desire to learn more about the Gharana system.

ii. Cross-Tabulation: Cross-tabulation was used to explore the relationship between viewers’ demographic characteristics (age, background in music) and their responses. This helped to identify patterns, such as whether younger viewers were more likely to develop an interest in classical music compared to older viewers or whether prior familiarity with classical music influenced their appreciation of the show.

iii. Inferential Analysis: To determine the statistical significance of changes in audience interest and understanding of classical music, inferential analyses such as chi-square tests were used. This analysis helped to verify whether the

observed changes were consistent across different respondent groups, adding validity to the findings.

iv. Thematic Coding: A thematic analysis was conducted on the collected reviews and social media discussions. The comments were coded into themes such as “appreciation for classical elements,” “fusion of modern and traditional music,” “cultural education,” and “critique of authenticity.” This process involved identifying recurring ideas and categorizing them into broader themes that reflected the audience’s reception.

v. Identification of Key Themes: Key themes that emerged from the analysis included:

- Cultural Nostalgia
- Engagement with the Gharana Tradition
- Fusion vs. Purity Debate
- Global Reach and Accessibility

vi. Narrative Analysis: Narrative analysis was also used to understand how viewers’ personal stories and experiences with classical music shaped their reception of the show. For example, some viewers shared stories of reconnecting with their cultural roots or feeling inspired to take up classical music lessons after watching Bandish Bandits.

d. Integration of Quantitative and Qualitative Data

After analyzing the data separately, the study integrated the quantitative survey results with the qualitative themes to provide a holistic view. For instance, the survey data showed a measurable increase in interest in classical music, while the thematic analysis provided insights into why and how this interest developed. The combination of these approaches allowed for a richer understanding of the broader cultural impact of Bandish Bandits. To ensure the validity of the findings, triangulation was used by comparing data from different sources (survey responses, reviews, social media comments). This helped to cross-verify the themes and ensure that the findings were consistent across different types of audience feedback.

Table 1: Audience Response Summary

Finding	Percentage of Respondents	Number of Respondents (Out of 500)
Developed an interest in Hindustani classical music after watching Bandish Bandits	68%	342
Gained insights into the discipline of Gharana systems	72%	361



Recommended Bandish Bandits to friends/family as a way to learn about classical music	61%	307
Felt that the fusion of classical and contemporary music was engaging	64%	319
Expressed interest in attending live performances of Hindustani classical music	53%	266
Believed Amazon Prime played a crucial role in making the series accessible globally	79%	394
Viewed Bandish Bandits as a good example of blending tradition with modern storytelling	69%	345
Believed that OTT platforms can serve as virtual "music hubs" for classical music	63%	315
Supported the idea of more public-private partnerships for promoting classical music	67%	336
Expressed desire to explore more OTT content related to Indian cultural heritage	59%	294
Critical Views		
Felt that the series diluted the authenticity of classical music	24%	122
Thought that the fusion of music styles was confusing or inconsistent	18%	89
Criticized the portrayal of the Gharana system as overly dramatized	22%	109
Believed the show focused too much on drama rather than music	26%	132
Did not experience any increase in interest towards classical music	19%	95

Hypotheses

Hypothesis 1

There is a significant difference in the interest in Hindustani classical music among viewers from Metropolitan (Tier 1), Tier 2, and Tier 3 cities.

Hypothesis 2

There is a significant difference in the understanding of

the Gharana system among viewers from Metropolitan (Tier 1), Tier 2, and Tier 3 cities.

Hypothesis 3

There is a significant difference in the willingness to attend live performances of Hindustani classical music among viewers from Metropolitan (Tier 1), Tier 2, and Tier 3 cities.

Table 2: Audience X Response ANOVA Result Sheet

Analysis	Hypothesis	Comparison	Mean Difference	F-value	p-value	95% Confidence Interval	Significance
ANOVA	Hypothesis 1: Interest in Classical Music			13.67	0.00002		Significant
Post Hoc (Tukey's HSD)		Metropolitan vs. Tier 2	4		0.003	(1.5, 6.5)	Significant
		Metropolitan vs. Tier 3	8		0.0001	(5.5, 10.5)	Significant



		Tier 2 vs. Tier 3	4		0.002	(1.8, 6.2)	Significant
ANOVA	Hypothesis 2: Understanding of Gharana System			12.45	0.0001		Significant
Post Hoc (Tukey's HSD)		Metropolitan vs. Tier 2	4		0.005	(1.2, 6.8)	Significant
		Metropolitan vs. Tier 3	6		0.0002	(3.7, 8.3)	Significant
		Tier 2 vs. Tier 3	2		0.045	(0.1, 3.9)	Significant
ANOVA	Hypothesis 3: Willingness to Attend Live Performances			9.32	0.0005		Significant
Post Hoc (Tukey's HSD)		Metropolitan vs. Tier 2	3		0.02	(0.6, 5.4)	Significant
		Metropolitan vs. Tier 3	5		0.001	(2.8, 7.2)	Significant
		Tier 2 vs. Tier 3	2		0.04	(0.2, 3.8)	Significant

Hypothesis 1

Interest in Hindustani Classical Music

- ANOVA shows an F-value of 13.67 with a p-value of 0.00002, indicating a significant difference among city tiers.
- Post hoc analysis identifies significant differences between all city tier pairs (Metropolitan vs. Tier 2, Metropolitan vs. Tier 3, and Tier 2 vs. Tier 3).

Hypothesis 2

Understanding of the Gharana System

- ANOVA results show an F-value of 12.45 and a p-value of 0.0001, suggesting a significant variation in understanding the Gharana system.
- Post hoc results reveal significant differences between Metropolitan vs. Tier 2, Metropolitan vs. Tier 3, and Tier 2 vs. Tier 3 viewers, with mean differences and confidence intervals provided.

Hypothesis 3

Willingness to Attend Live Performances

- ANOVA gives an F-value of 9.32 with a p-value of 0.0005, indicating a significant difference among the groups.
- Post hoc analysis shows significant differences between all pairs, with smaller mean differences compared to the other hypotheses, reflecting relatively closer attitudes between the groups.

The table provides a condensed view of multiple hypotheses, summarizing the overall ANOVA results and the specific comparisons identified through the post hoc analysis. Each hypothesis reveals statistically significant differences, highlighting variations in cultural interest, understanding, and engagement across city tiers. This information can guide strategies for cultural promotion, tailoring approaches to suit the unique needs and interests of different audience groups.

Table 3: Qualitative Data Analysis

Theme/Category	Insights/Examples
Cultural Nostalgia	Viewers expressed nostalgia, recalling memories of classical music in their families.
	Example 1: "Watching Bandish Bandits took me back to my childhood when my grandfather used to play classical music every morning."
	Example 2: "It reminded me of the time my father used to teach me the basics of classical music in our small town."
	Example 3: "I miss those days when our family would gather to listen to classical concerts on All India Radio."
	Example 4: "The series made me realize how much we've drifted away from our musical roots."
	Example 5: "The sound of raagas in the show brought back memories of festivals and community gatherings."
Engagement with the Gharana Tradition	Appreciation for the depiction of Gharana discipline and structure.
	Example 1: "I never understood the concept of a Gharana before watching this series."
	Example 2: "The show brilliantly portrays the struggles of adhering to a Gharana's strict traditions."
	Example 3: "I learned that Gharanas aren't just about music, but about a way of life."
	Example 4: "It was eye-opening to see how each Gharana has its own unique identity and rules."
	Example 5: "The strict training methods in the show made me respect classical musicians even more."
Fusion vs. Purity Debate	Mixed reactions to blending classical and contemporary music.
	Positive Example 1: "The way they mixed traditional raagas with modern beats is genius!"
	Positive Example 2: "It's a great way to make classical music more relatable to today's generation."
	Positive Example 3: "I think the fusion gives a new flavor to classical music that younger people will appreciate."
	Critical Example 1: "The fusion took away from the essence of Hindustani classical music."
	Critical Example 2: "As a classical purist, I felt the blend was more for entertainment than respect for tradition."
	Critical Example 3: "They could have kept the classical performances pure without adding modern sounds."
Global Reach and Accessibility	Appreciation for Amazon Prime's role in making the show accessible globally.
	Example 1: "I shared this show with my friends abroad, and they loved learning about Indian classical music."



	Example 2: “It’s incredible that my cousins in the US could watch the show and discuss it with me.”
	Example 3: “The series has given Indian classical music the international exposure it deserves.”
	Example 4: “I never thought a streaming platform could introduce our music to the world in such a way.”
Reconnecting with Cultural Roots	Inspired viewers to reconnect with their heritage and enroll in music lessons.
	Example 1: “After watching this show, I enrolled my daughter in classical singing classes.”
	Example 2: “I decided to take up classical singing again, after 10 years, thanks to the inspiration from the series.”
	Example 3: “The show made me want to learn the harmonium and practice the basics of raagas.”
	Example 4: “It reignited my passion for music, something I hadn’t felt since college.”
Discovering a New Genre	Younger viewers expressed surprise at enjoying classical music.
	Example 1: “I always thought classical music was boring, but this show made me see it in a new light.”
	Example 2: “I started listening to classical playlists on Spotify after finishing the series.”
	Example 3: “Now, I find myself playing classical raagas while studying—it’s actually calming.”
Cultural Ambassadors	Viewers felt proud sharing Indian classical music with international friends.
	Example 1: “I feel proud to introduce my American friends to classical music traditions through this show.”
	Example 2: “Watching the series, I felt like I was sharing a part of my identity with the world.”
	Example 3: “I’ve been recommending the show to anyone interested in Indian culture, especially music.”
	Example 4: “It’s great that we have a series that portrays Indian music so authentically on a global platform.”
	Example 5: “This show made me a spokesperson for our musical heritage among my international friends.”
Critiques: Over-Dramatization	Criticized the show’s portrayal of the Gharana system as exaggerated.
	Example 1: “Some aspects of the Gharana training felt exaggerated.”
	Example 2: “It was too melodramatic at times, making the discipline seem harsher than it is.”
	Example 3: “I wish they showed more of the musical practice and less of the family drama.”
Critiques: Focus on Romance	Viewers wished for a greater focus on music rather than the romantic storyline.
	Example 1: “The romance angle was nice, but I expected more focus on the music.”
	Example 2: “There were too many love scenes and not enough raaga performances.”

Example 3: "I would have loved to see deeper insights into the raagas instead of the romantic drama."

Key Findings

1. Many viewers developed a new appreciation for classical music after watching the show.
2. The series helped audiences learn more about the traditions and structure of classical music.
3. Older viewers felt nostalgic, recalling their past experiences with classical music.
4. The mix of classical and modern music was well-received, though some felt it altered the original style.
5. The OTT platform made classical music accessible to a wider, international audience.
6. The show inspired some viewers to explore their cultural roots and even take up music lessons.
7. Some felt that the portrayal of traditional music practices was overly dramatic.
8. The show encouraged viewers to consider attending live classical music events.
9. Collaboration between content creators and streaming platforms can support cultural projects.
10. The series introduced classical music to younger audiences unfamiliar with the genre.

Conclusion

The findings of this study highlight the significant cultural impact of the series *Bandish Bandits* in revitalizing interest in Hindustani classical music through the medium of OTT platforms. By blending traditional and contemporary musical elements, the series succeeded in attracting a diverse audience, including those who previously had limited exposure to classical music. A notable 68% of viewers reported a newfound appreciation for Hindustani classical music, suggesting that the show has effectively bridged a cultural gap. It has brought the depth and beauty of classical music to the forefront, encouraging younger generations to explore a genre that they might otherwise have overlooked. Moreover, the series' portrayal of the Gharana tradition helped deepen viewers' understanding of the discipline and rigor involved in classical music training, with 72% of respondents acknowledging their increased awareness of this traditional practice. This educational aspect of the series was especially valued by viewers who appreciated the insight into the rich cultural heritage that the Gharana system embodies. The emotional

connection to the content was particularly evident among older viewers, with many expressing nostalgia for the classical music traditions they grew up with. For these audiences, *Bandish Bandits* served as a reminder of the music that has been part of their cultural heritage for generations. This sense of nostalgia, combined with the engaging storytelling, allowed the series to resonate deeply with viewers. However, the series' creative approach to blending classical and contemporary music was met with mixed reactions. While many viewers found the fusion refreshing and appealing, others raised concerns about the potential dilution of classical purity. The debate between fusion and authenticity reflects a broader cultural conversation about how traditional art forms can evolve while maintaining their essence. The role of Amazon Prime as an OTT platform was instrumental in this cultural revival, providing a global stage for Indian classical music. The accessibility of *Bandish Bandits* across international markets enabled a wider audience to engage with a musical tradition that might have otherwise remained niche. This global reach helped introduce the nuances of Hindustani classical music to viewers beyond India's borders, fostering cross-cultural appreciation. The impact of the series extended beyond digital viewership, as 53% of respondents expressed a newfound interest in attending live classical music performances. This indicates that *Bandish Bandits* not only succeeded in capturing attention on a streaming platform but also inspired viewers to seek out authentic, in-person experiences of classical music. This transition from screen to stage highlights the potential of digital storytelling to reignite interest in live cultural events.

Despite its success, the show also faced critiques, particularly regarding its dramatization of traditional elements like the Gharana system. Some viewers felt that the series prioritized storytelling over authenticity, which may have led to a somewhat exaggerated portrayal of classical music traditions. These critiques are important for content creators to consider, as they reflect the delicate balance between creative adaptation and cultural fidelity. The study also underscores the value of public-private partnerships in promoting cultural heritage through digital platforms. The collaboration between content creators and streaming platforms like Amazon Prime facilitated the production of a series that

is both commercially viable and culturally enriching. Such partnerships can serve as a model for future projects aimed at preserving and promoting traditional art forms.

Bandish Bandits thus demonstrates the potential of OTT platforms to serve as powerful tools for cultural revival. By offering a narrative that is both entertaining and educational, the series has made Hindustani classical music accessible to a new generation of listeners. It has shown that, when done thoughtfully, digital media can play a critical role in preserving and promoting cultural heritage. As audiences continue to seek out content that connects them with their roots, the success of Bandish Bandits sets a precedent for the kind of storytelling that can keep traditional art forms alive and relevant in the digital age. This study highlights the importance of such efforts in ensuring that classical music, with all its depth and history, continues to inspire and engage new audiences across the globe.

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