The Changing Landscape of Online Education & Course Piracy in India: VdoCipher Study 2024

Introduction

The educational landscape in India has been undergoing dramatic changes over the past 4 years, especially with the advent of advanced digital technology and the widespread impact of the COVID-19 pandemic. Traditional offline education was the norm for decades, offering students face-to-face interactions, structured routines, and an immersive campus life experience. However, the pandemic drastically accelerated the adoption of online education, making digital learning platforms an essential component of academic delivery.

As the nation progresses further into 2024, educators, policymakers, and learners themselves are reflecting on the effectiveness, accessibility, and preferences associated with both online and offline education. VdoCipher conducted 2 survey analyses covering over 10 Lac + Students across India.

1. Directly surveyed 6100 students ranging from young students to adult learners, providing a wealth of insight into these changing preferences and sheds light on how learning environments are evolving.
2. Analysed viewing and content data from 3,000+ e-learning customer websites/apps with 10,00,000+ students. VdoCipher conducted an in-depth segment analysis of its e-learning customers in India, gaining valuable insights into viewer behavior, learning patterns, and preferred content types.

One major challenge in online education is video piracy. Video piracy robs educators of revenue but also robs students of learning from high quality teachers; as teachers become unwilling to put their best content online fearing piracy. Key aspects of educational content piracy, legal complexities and protective actions are also analyzed with numbers.

Sections

1. Online vs Offline Education in India - Survey
2. Content Type, Education Model, and Demographics Study for Online Courses in India
3. Statistics for Piracy on Telegram in India
4. Statistics for Piracy Blocker & Identification by VdoCipher

Section 1: Online vs Offline Education in India - Survey Results

The 2024 survey aimed to:

- **Collect updated data** on learners' preferences between online and offline education.
- **Compare current findings** with the 2022 survey to identify shifts in trends.
- **Provide insights** for educators, institutions, and policymakers to enhance educational strategies.

Methodology

The survey was conducted exclusively online, targeting a diverse global demographic. Key details include:

- **Participants**: 6100 individuals (48.75% male, 51.25% female), predominantly aged 18 to 65.
- **Data Collection**: An online questionnaire distributed via social media platforms.

Survey Results

1. **The Shift in Learning Modes**: In 2024, 58.4% of respondents preferred offline learning, while 41.6% favored online methods. This marks a shift from 2022, where 46.3% used both online and offline methods, with 38.8% favoring online learning. The resurgence in offline preference suggests a desire for in-person interactions as pandemic restrictions ease.
2. **Is Online Education Better than Offline?**: Only 26.4% believed online education is better than offline in 2024, a significant decrease from 47.8% in 2022. This shift indicates growing skepticism toward the effectiveness of online education, possibly due to challenges like lack of engagement and technical issues.
3. **Have You Benefited More from Online Learning?**: In 2024, 38.3% felt they benefited more from online learning, down from 55.2% in 2022. This decline suggests decreased satisfaction with online learning experiences and a possible longing for traditional educational environments.
4. **Cost of Online Education vs. Offline Education**: A consistent majority perceived offline education as more costly, with 66.1% in 2024 and 61.2% in 2022 holding this view. This perception may be due to expenses like transportation, accommodation, and physical materials associated with offline education.
5. **Have You Ever Done Online Group Study?**: Participation in online group studies decreased to 29.5% in 2024 from 55.2% in 2022. The decline may reflect a return to in-person collaboration or challenges faced in virtual group settings.
6. **Recorded Videos vs. Live Classes**: Preference shifted significantly toward live classes, with 72.4% favoring them in 2024, up from 44.8% in 2022. This suggests learners value real-time interaction and immediate feedback.
7. **Short vs. Long Videos**: In 2024, 54.2% preferred longer videos, compared to 16.4% in 2022. This change indicates a desire for more in-depth content and comprehensive subject coverage.

8. **Should Schools Be Available in the Online Format?**: Only 36.36% supported schools being available online in 2024, a decrease from 41.8% in 2022. This underscores the value placed on traditional classroom settings for effective learning.

Key observations from the survey include the following:

SHIFTING TRENDS IN EDUCATION:
A COMPARATIVE ANALYSIS (2022 VS. 2024)

Final Inference from Survey	2022	2024
Preference towards Online learning mode	65.75%	41.6%
Is Online Education better than Offline?	46.8%	26.4%
Is Online Learning more beneficial?	55.2%	38.3%
Is Offline Education Costly?	61.2%	66.1%
Participation in Online Group Study	55.2%	29.5%
Are Live Classes better than Recorded?	44.8%	72.4%
Is long form video better than short form?	16.4%	54.2%
Preference towards Online schooling	41.8%	36.36%

The conclusion from the Education Survey

The 2024 survey indicates a significant shift towards hybrid learning, emphasizing the importance of direct interaction and engagement in education. While online learning offers flexibility and accessibility, challenges like reduced motivation, feelings of isolation, and technological issues persist. The integration of AI and the adoption of hybrid models may enhance educational experiences by combining the benefits of both online and offline learning. Educators and institutions should consider these insights to adapt their strategies to meet learners' evolving needs.

Section 2: Video Content Type, Education Model, and Demographics Study for Online Courses

Methodology

The data was compiled through a combination of customer inputs during the onboarding process, user sign up data, and aggregated analytics that reflects content usage patterns across sectors. In adherence to GDPR and privacy regulations, all data collection ensures client confidentiality and does not disclose any personally identifiable information.

Industry-wise Video Distribution

Our analysis indicates that Education leads the video content distribution at 25%, followed by Technology at 18%, and Media and Entertainment at 15%. Financial Services account for 14%, Healthcare for 9%, while both Professional Services and Marketing hold 5% each. Manufacturing and Engineering and Nonprofits each comprise 4%, and E-commerce represents 1% of the distribution. This highlights a significant emphasis on educational and technological content among our clients.

Industry-wise Video Distribution

* This analysis indicates the categorization of videos as per client's industry

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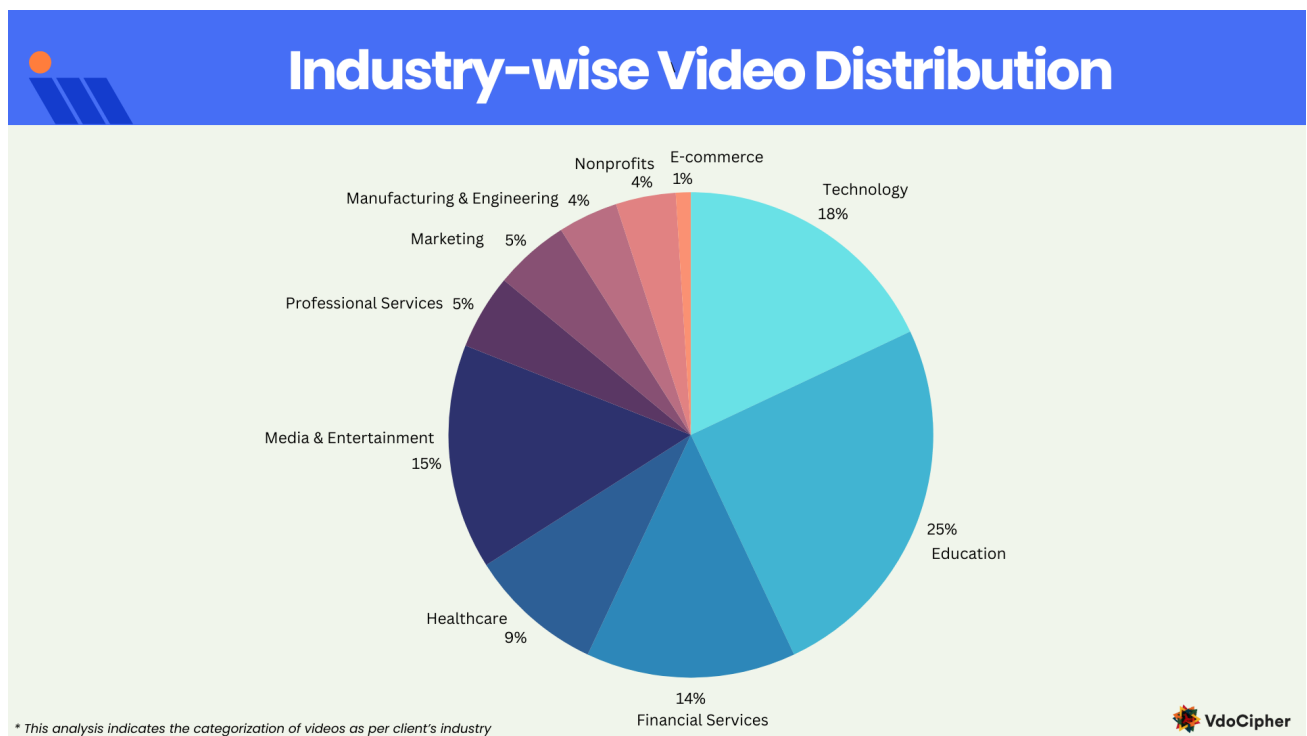
Academic Content Categorization

Our analysis reveals that Competitive Exam Test Preparation leads the academic content category at 40%, highlighting a significant demand for preparatory materials. Programming & Data Science accounts for 20%, reflecting strong interest in technological skills. Both Skill-Based (Non-Programming) and Higher

Education each represent 10%, indicating balanced engagement with vocational training and advanced studies. K-12 Education also comprises 10%, emphasizing the importance of foundational learning. Language Learning and Continuing Education each hold 5%, showcasing niche but valuable areas of personal and professional development.

Academic Content Categorization

Continuing Education
5%

Programming & Data Science
20%

Competitive Exam Test Prep
40%

Skill Based (Non Programming)
10%

Higher Education
10%

Language Learning
5%

K-12 Education
10%

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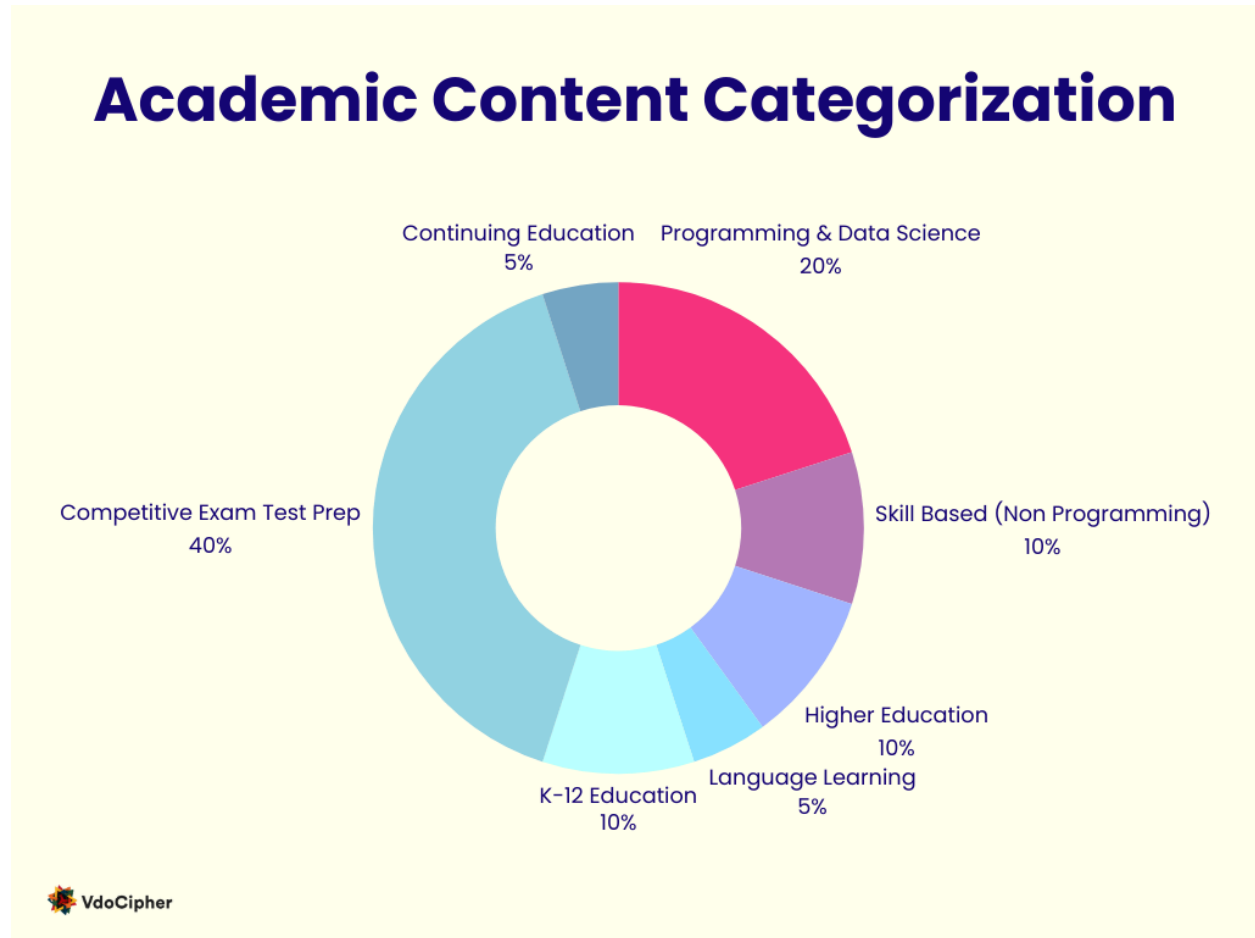
Skill-Based Education Trends

Our analysis indicates that Trading Courses lead the skill-based education sector with 20%, reflecting a strong demand for financial market expertise. Both Coding/Programming Courses and Graphic Design
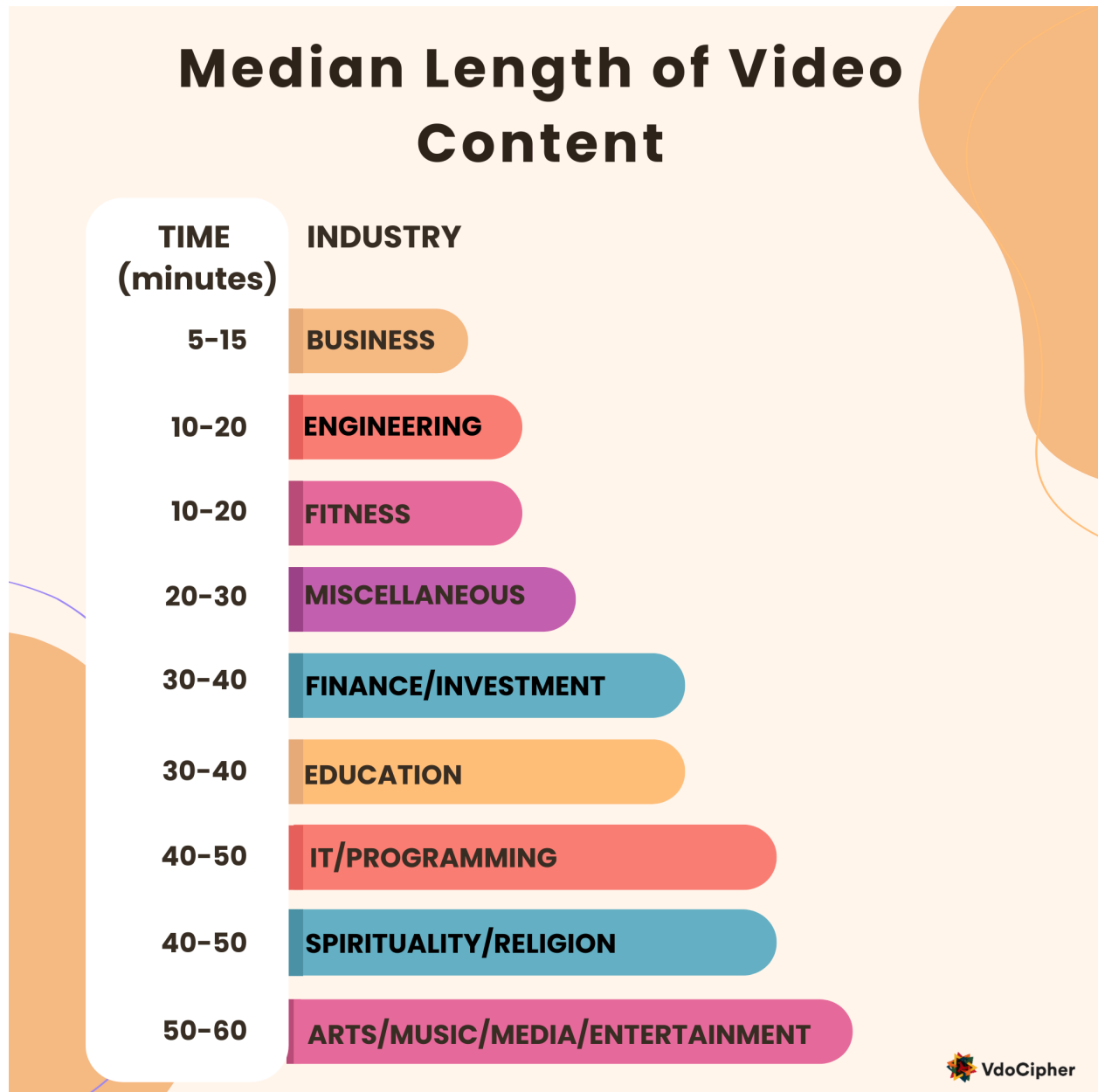
and Media each hold 15%, highlighting significant interest in technical and creative skills. Finance and Investment courses also comprise 15%, emphasizing the importance of financial literacy. Platform Development represents 10%, showcasing the growth in building digital platforms. Data Science and AI account for 8%, indicating a rising focus on analytics and machine learning. Music and Sound Production make up 7%, reflecting ongoing interest in the creative arts. Finally, both Cybersecurity Training and Real Estate Education each constitute 5%, pointing to niche yet vital areas of professional development.
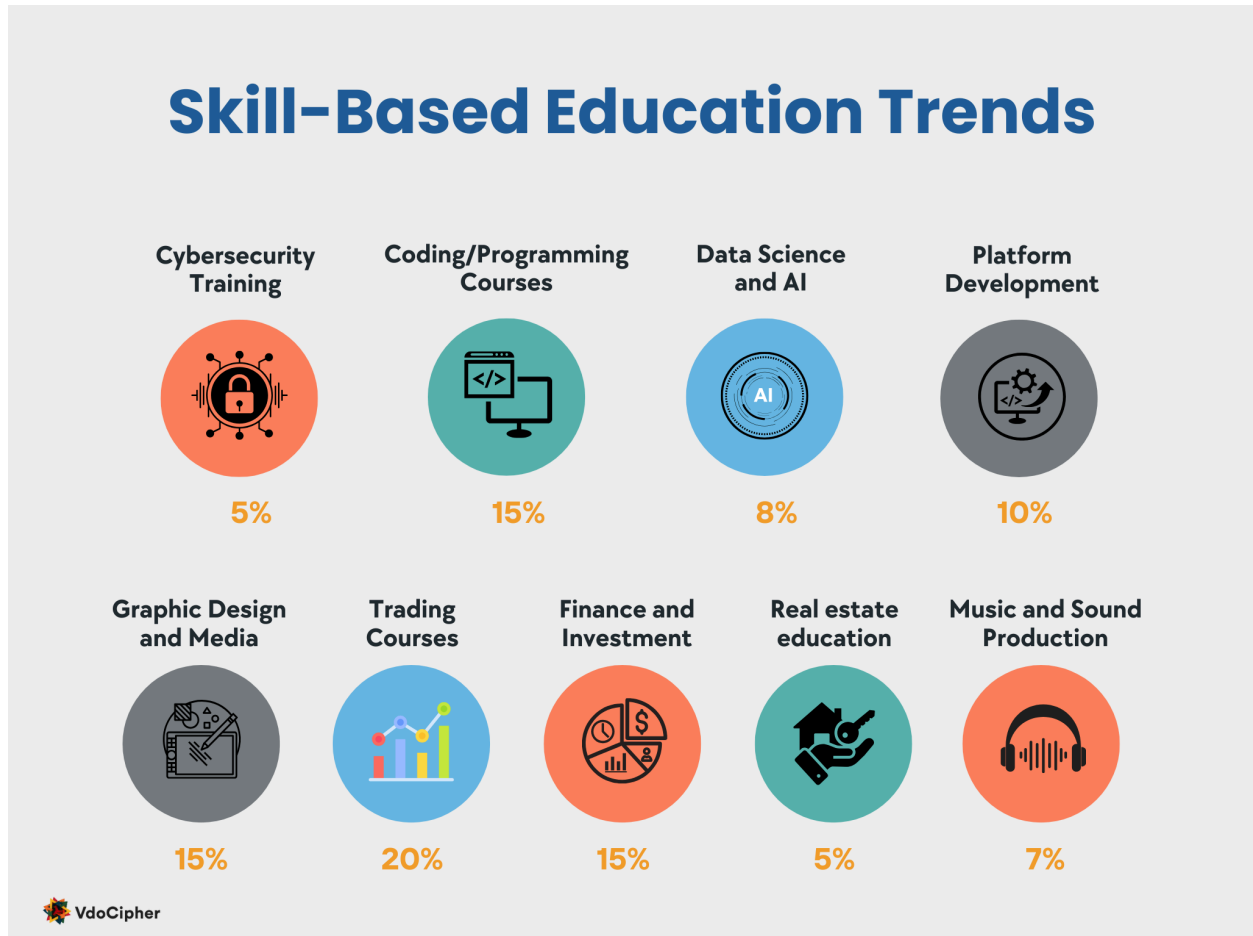
Median Length of Video Content

Our analysis indicates that Arts/Music/Media/Entertainment videos have the longest median length, ranging from 50 to 60 minutes, suggesting in-depth and immersive content. IT/Programming and Spirituality/Religion follow with median lengths of 40 to 50 minutes, reflecting comprehensive sessions. Finance/Investment and Education content typically run 30 to 40 minutes, balancing detail with viewer engagement. Miscellaneous videos average 20 to 30 minutes, while Engineering and Fitness categories

have shorter median lengths of 10 to 20 minutes, indicating concise tutorials or workouts. Business videos are the briefest, with median lengths of 5 to 15 minutes, possibly catering to quick insights and efficient learning.

Median Length of Video Content

TIME (minutes)	INDUSTRY
5–15	BUSINESS
10–20	ENGINEERING
10–20	FITNESS
20–30	MISCELLANEOUS
30–40	FINANCE/INVESTMENT
30–40	EDUCATION
40–50	IT/PROGRAMMING
40–50	SPIRITUALITY/RELIGION
50–60	ARTS/MUSIC/MEDIA/ENTERTAINMENT

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Average Viewership Percentage

Our analysis reveals that Higher Education, Arts/Music/Media/Entertainment, and Spirituality/Religion content have the highest average viewership percentages, each exceeding 80%, indicating exceptional viewer engagement. Finance/Trading/Investment content maintains strong interest with over 70% average viewership. Vocational and Career Training sees over 60% engagement, highlighting the

importance of skill development. K-12 Education content achieves over 50% average viewership, reflecting steady participation among younger audiences. Test Preparation and Fitness categories have average viewership percentages exceeding 40%, suggesting dedicated but more selective viewer engagement in these areas.

Average Viewership Percentage

Category	Percentage
Vocational and Skill Based Training	>60%
Higher Education	>80%
Test Preparation	>40%
K-12 Education	>50%
Finance/Trading/Investment	>70%
Arts/Music/Media/Entertainment	>80%
Spirituality/Religion	>80%
Fitness , Yoga & Health Care	>40%

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Individual Creators vs. Organizations

Our analysis compares the representation of individual creators to organizations across various categories. Nonprofits have the highest individual creator presence at 75%, indicating strong solo contributions. In Technology, individual creators constitute 40%, reflecting significant personal involvement. Education sees 28% individual creators, while Healthcare has 26%. Media and Entertainment and Marketing have 22% and 20% individual creators respectively. Manufacturing and Engineering shows 25% individual participation. Conversely, Financial Services and Professional Services are predominantly organization-led, with only 14% and 16% individual creators.
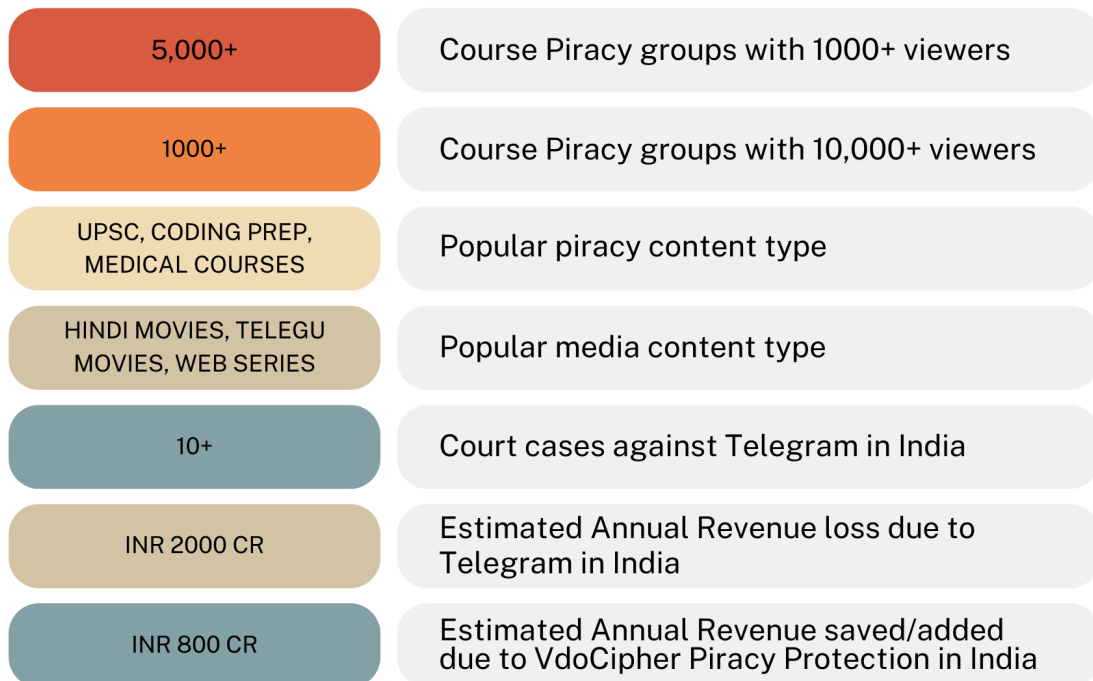
Individual Creators vs. Organization

Category	Individual Creators	Organizations
Technology	40.00%	60.00%
Education	28.00%	72.00%
Financial Services	14.00%	86.00%
Healthcare	26.00%	74.00%
Media and Entertainment	22.00%	78.00%
Professional Services	16.00%	84.00%
Marketing	20%	80%
Manufacturing and Engineering	25%	75%
Nonprofits	75%	25%
E-commerce	0%	100%

representation of individual creators & organizations across various categories

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Section 3: Piracy Statistics on Telegram

Piracy is a growing concern, especially on platforms like Telegram. The widespread unauthorized distribution of video content, including educational material, has had significant financial repercussions for content creators and educational institutions.

Telegram Piracy Group Statistics

5,000+	Course Piracy groups with 1000+ viewers
1000+	Course Piracy groups with 10,000+ viewers
UPSC, CODING PREP, MEDICAL COURSES	Popular piracy content type
HINDI MOVIES, TELEGU MOVIES, WEB SERIES	Popular media content type
10+	Court cases against Telegram in India
INR 2000 CR	Estimated Annual Revenue loss due to Telegram in India
INR 800 CR	Estimated Annual Revenue saved/added due to VdoCipher Piracy Protection in India

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Section 4: Statistics for Piracy Blocker & Identification by VdoCipher

VdoCipher stands out as the only provider with a full-scale piracy blocker capable of preventing unauthorized access and identifying hackers. In the past six months, the platform has blocked over 120,000 piracy sessions, detected 1100+ hackers, and enabled legal action against more than 20 users, demonstrating its commitment to safeguarding premium content and ensuring revenue integrity for its clients.

Piracy Blocker And Hacker Identification

Blocked piracy sessions	120,000+
Unique IPs blocked	13,000+
Unique Users detected for illegal downloads & Password sharing	1100+
Website/Apps with advanced piracy attempts detected & blocked	700+
Legal action initiated against pirates	20+

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Recommendations

1. **For Educators and Institutions:** Adopt blended learning models that combine the best of online and offline formats, creating a comprehensive educational experience. Focus on developing engaging, interactive, and project-based content that keeps learners motivated while providing real-world skills that align with industry demands.

2. **For Technology Teams of Online Platforms:** Invest in a high-quality video player optimized for smooth playback across devices and internet speeds to enhance user experience. Prioritize robust anti-piracy measures, such as Piracy Blocking, Watermarking, Encryption, and DRM solutions, to protect valuable content from unauthorized access and distribution keeping revenues intact.

3. **For Government and Regulators:** Implement and enforce strict anti-piracy regulations to deter content theft and unauthorized distribution, especially on platforms like Telegram. Make the process of content takedown and pirate complaints online and hassle-free for educators and platforms.

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