

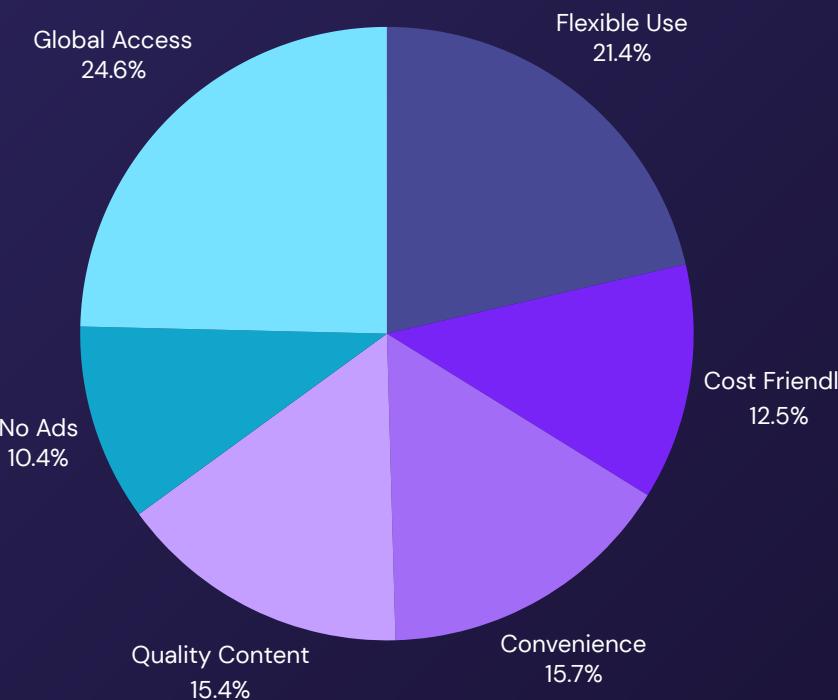
Team 253

WHY?

Another movie streaming website

Data says it all

CURRENT OTT MARKET IN INDIA



35%

Growth in number of India's
OTT video viewers

40%

Share of regional content in
viewership of OTT

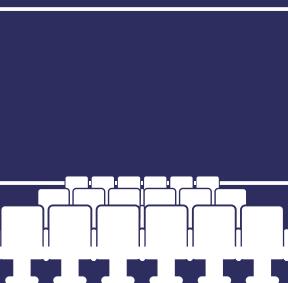
OTT Platforms



₹ 149 - 199
/month

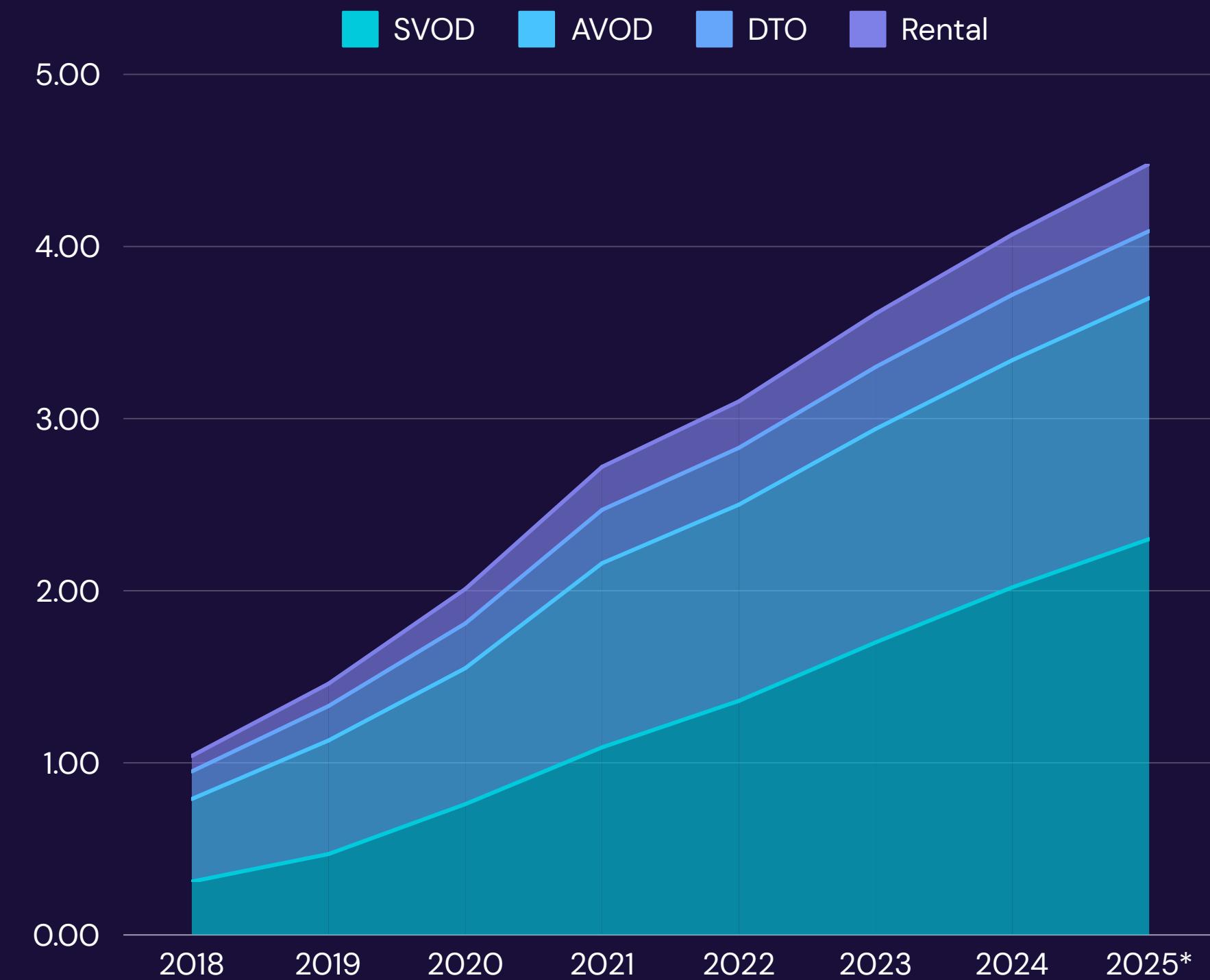
VS

Movie Theaters



₹ 249
/movie

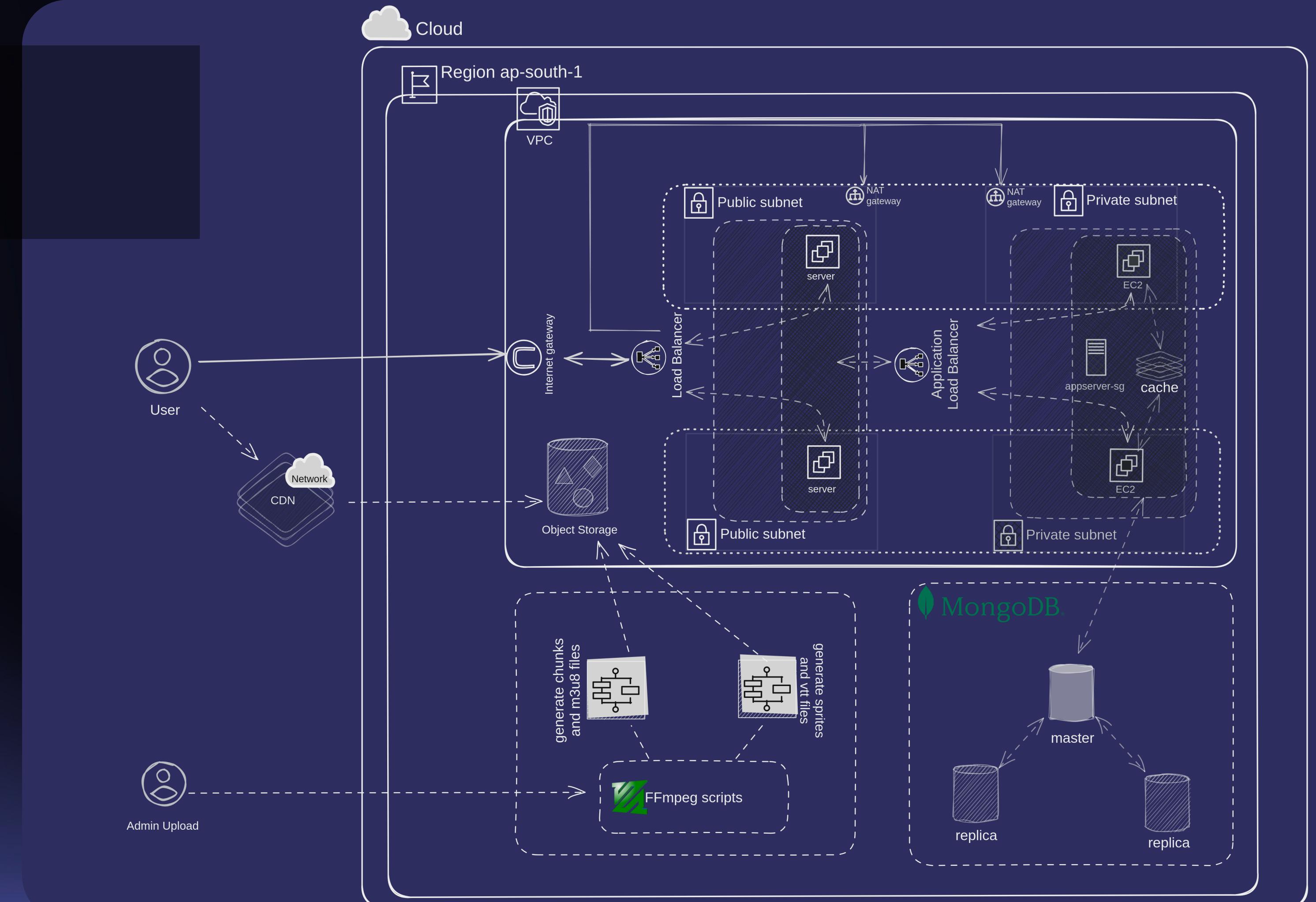
OTT revenue to grow (in Billion USD)





POPKORN.TECH

System design



Features



SEARCH BAR



RECOMMENDATION
SYSTEM



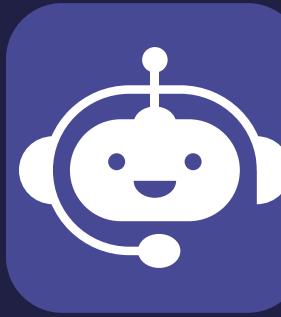
ADVANCED VIDEO
PLAYBACK



FAVOURITES / WATCHLIST



SUBSCRIPTION
BASED MODEL



KORN AI



Q superma

X



Superman vs. The Elite
2012 7.1 Ln



Superman II
1980 6.8 Ln

In

2010

Feature

A th
thro

Search Bar



Superman Returns
2006 6.1 Ln



Superman III
1983 4.9 Ln



Superman IV: The Quest for Peace
1987 3.7 Ln

1

Real time auto-complete suggestions

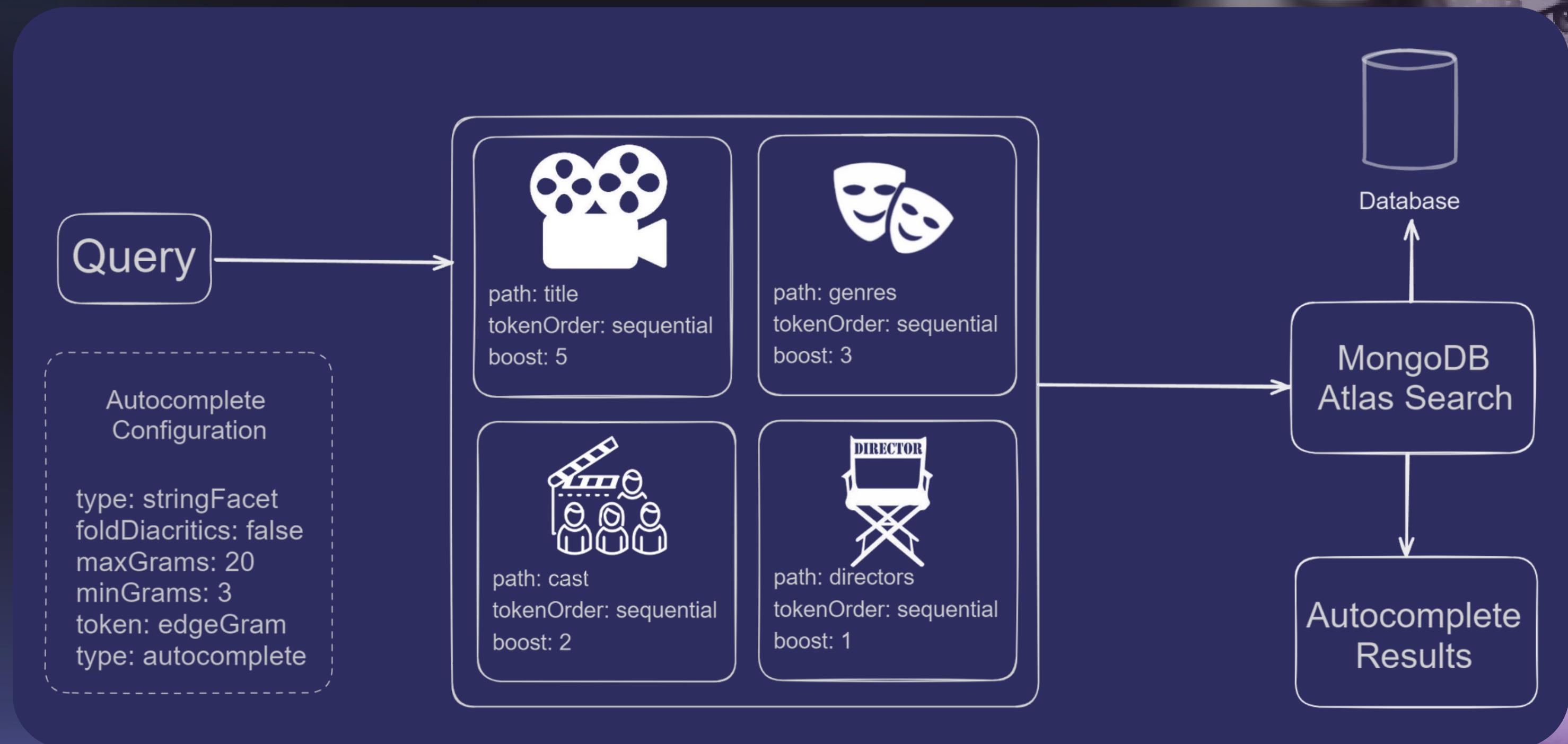
2

Highlighted fuzzy and semantic
search results

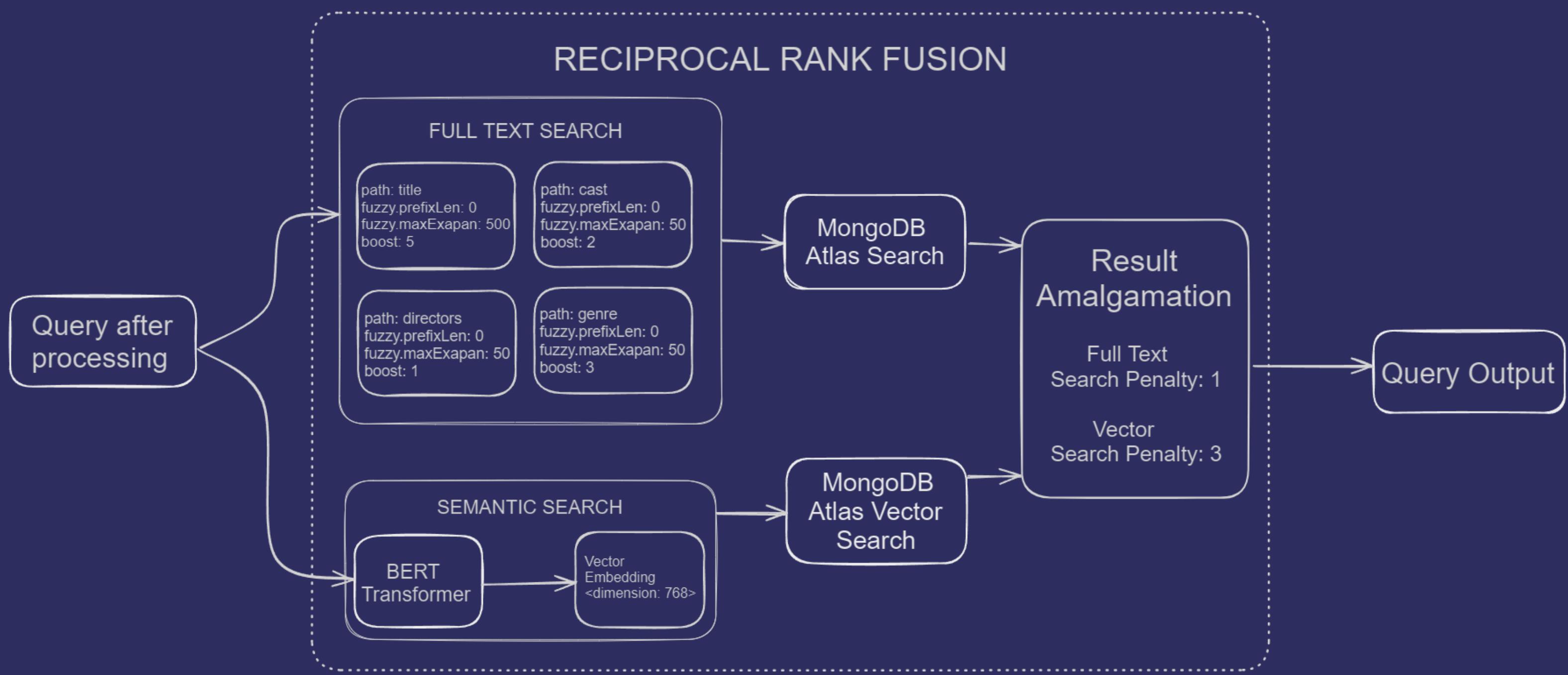
3

Supports natural language queries

Autocomplete Pipeline



Fuzzy Search Pipeline



Handpicked for You

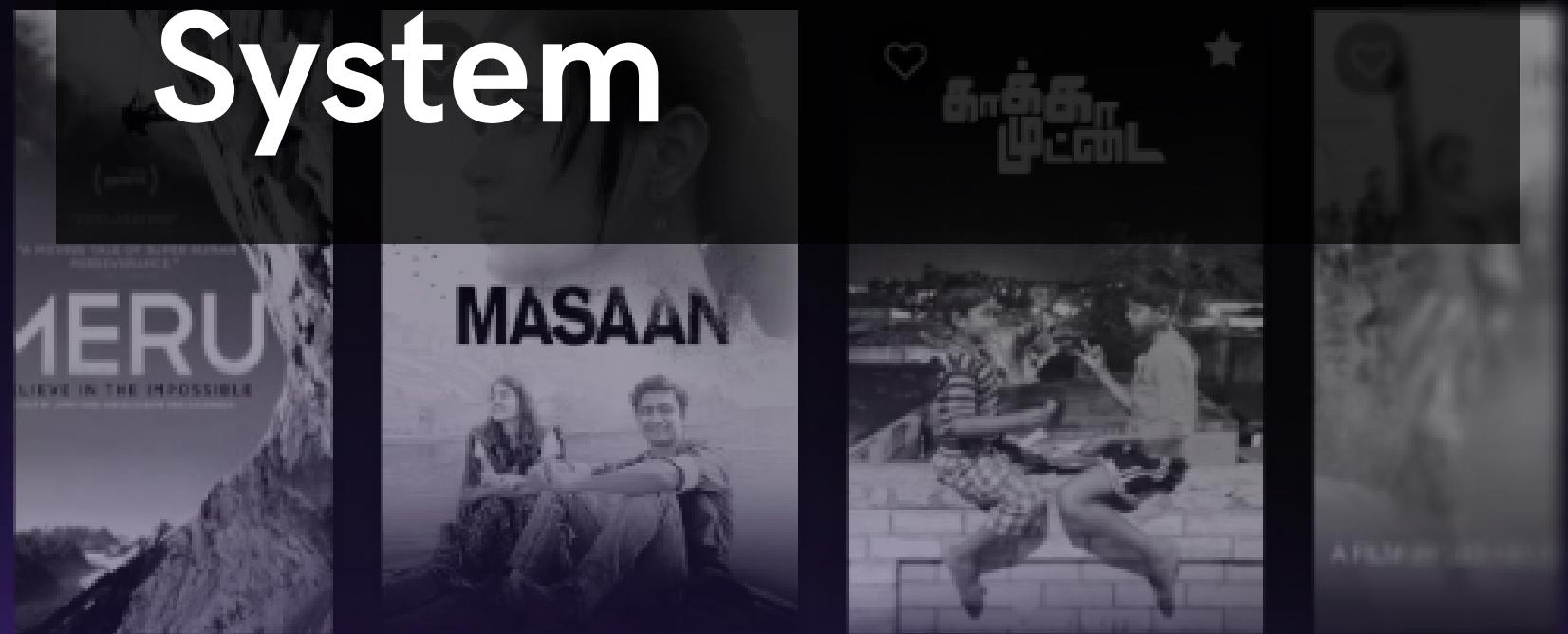


Feature

Regional Hits

Recommendation

System



1

Personal recommendations based on likes

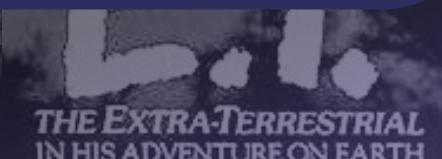
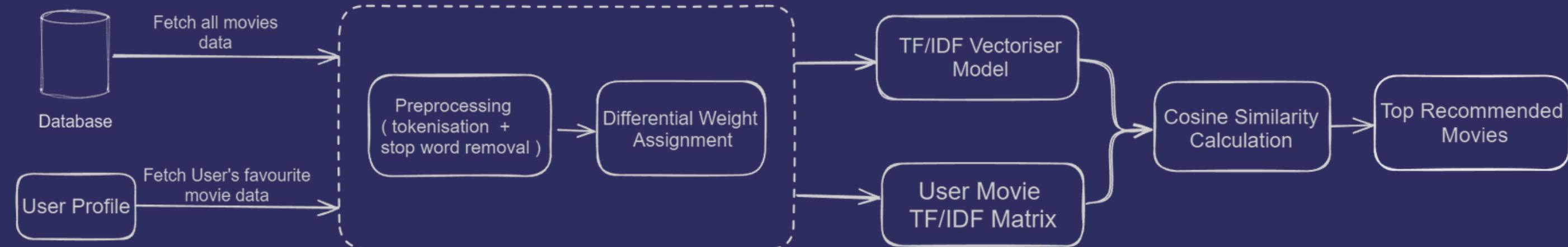
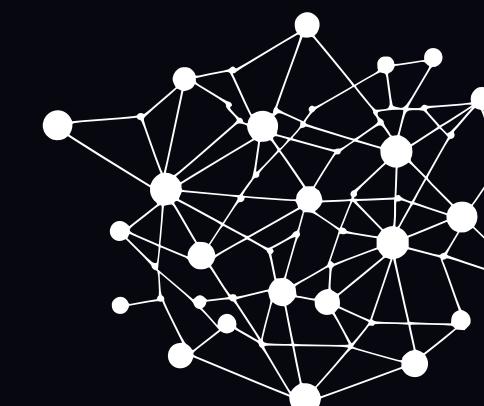
2

Utilizes a fine tuned TF-IDF model

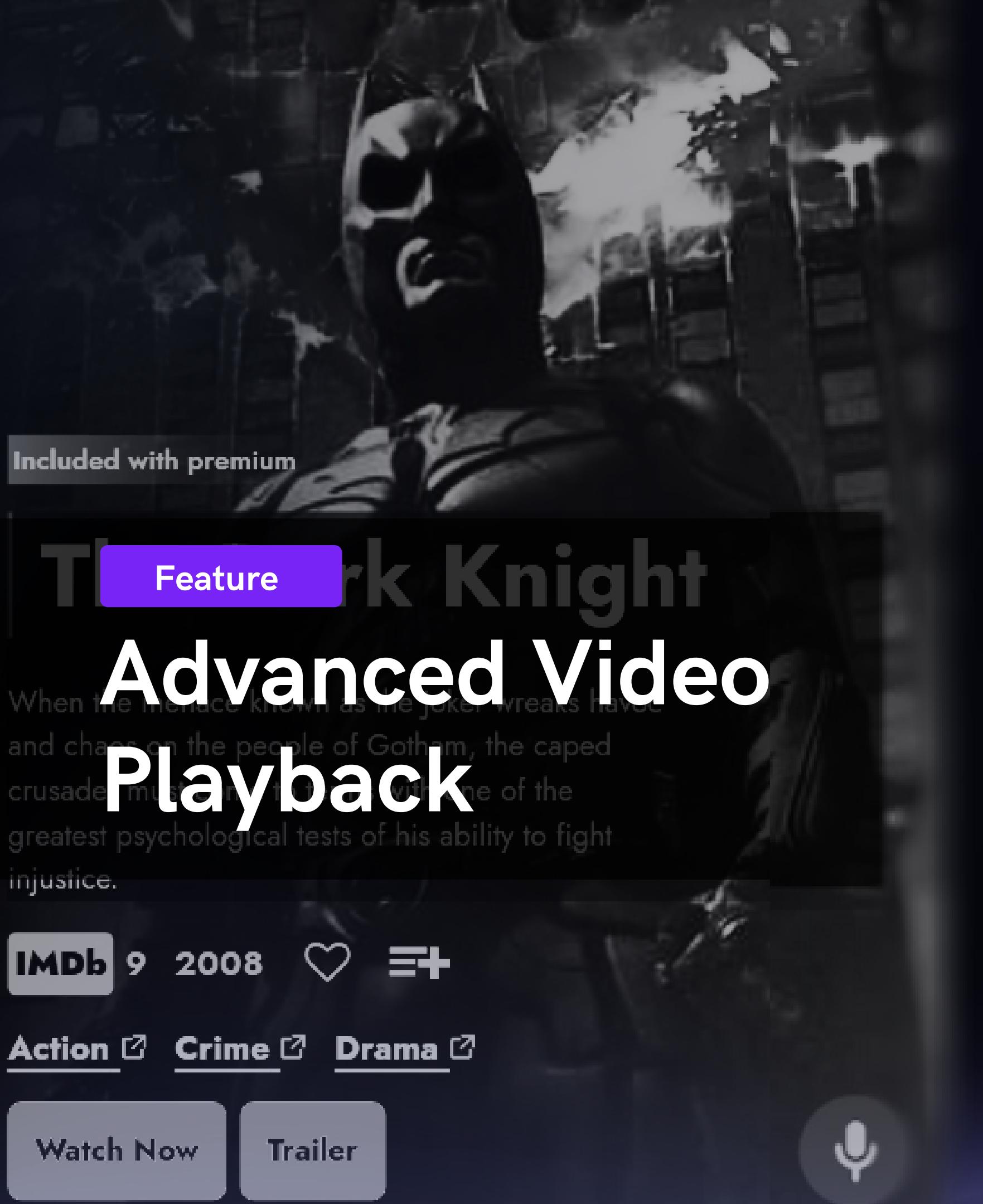
3

Based on relevance and critic ratings

Recommendation System



A STEVEN SPIELBERG FILM E.T. THE EXTRA-TERRESTRIAL
PETER O'CONOR · HENRY THOMAS AS ELLIOTT · MUSIC BY JOHN WILLIAMS
JESSA MATHISON · PRODUCED BY STEVEN SPIELBERG & KATHLEEN KENNEDY
STEVEN SPIELBERG · A UNIVERSAL PICTURE · SOUNDTRACK AVAILABLE ON MCA RECORDS AND TAPES
READ THE BOOKLET BOOK © 1982 UNIVERSAL CITY STUDIOS INC.



Included with premium

The Dark Knight Advanced Video Playback

When the menace known as the Joker wreaks havoc and chaos on the people of Gotham, the caped crusader must race against time to expose one of the greatest psychological tests of his ability to fight injustice.

IMDb 9 2008  

Action  Crime  Drama 

Watch Now

Trailer

1

Switch resolution with adaptive bit rate

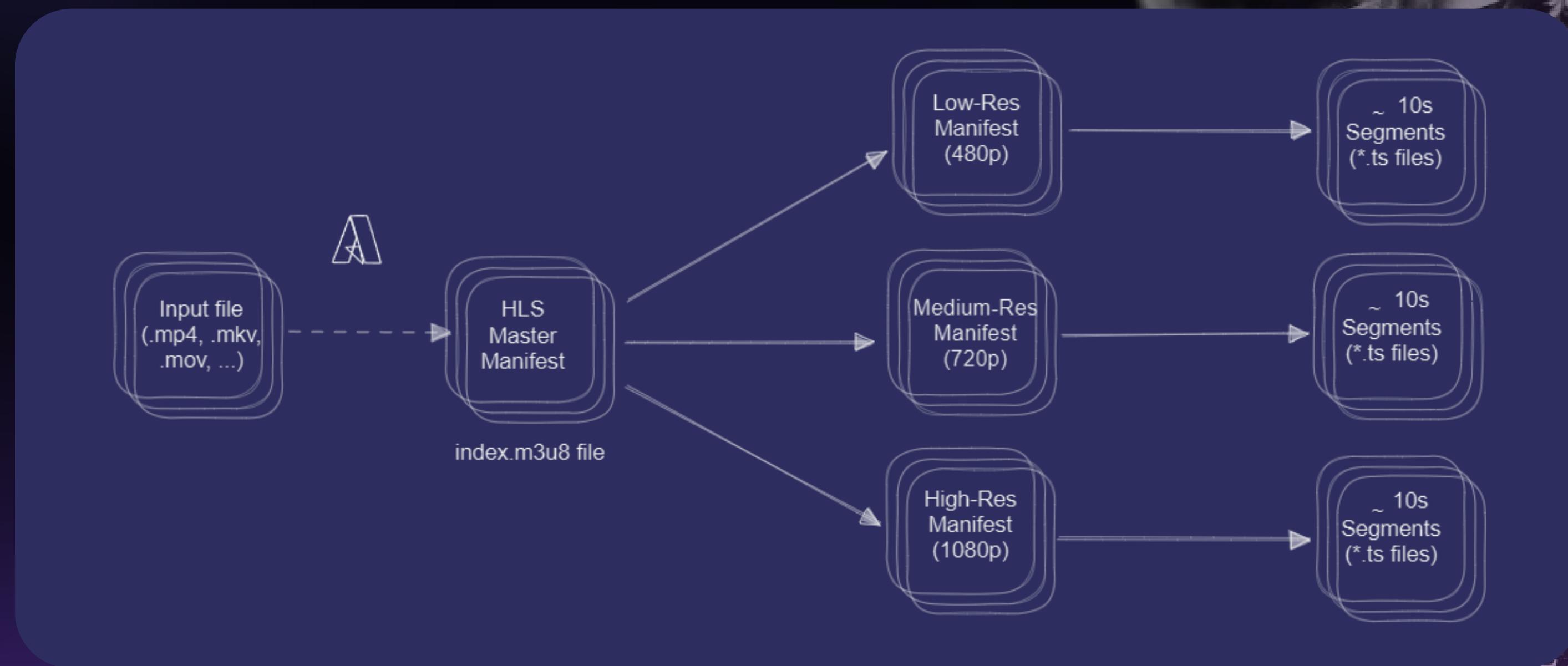
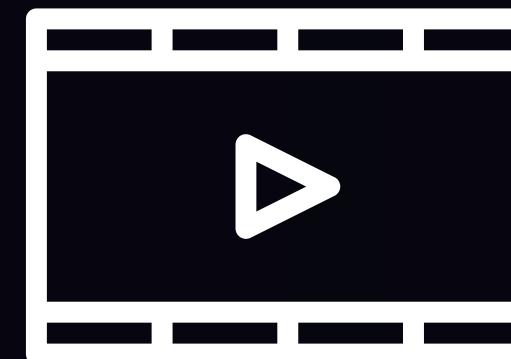
2

Includes speed control, picture in picture

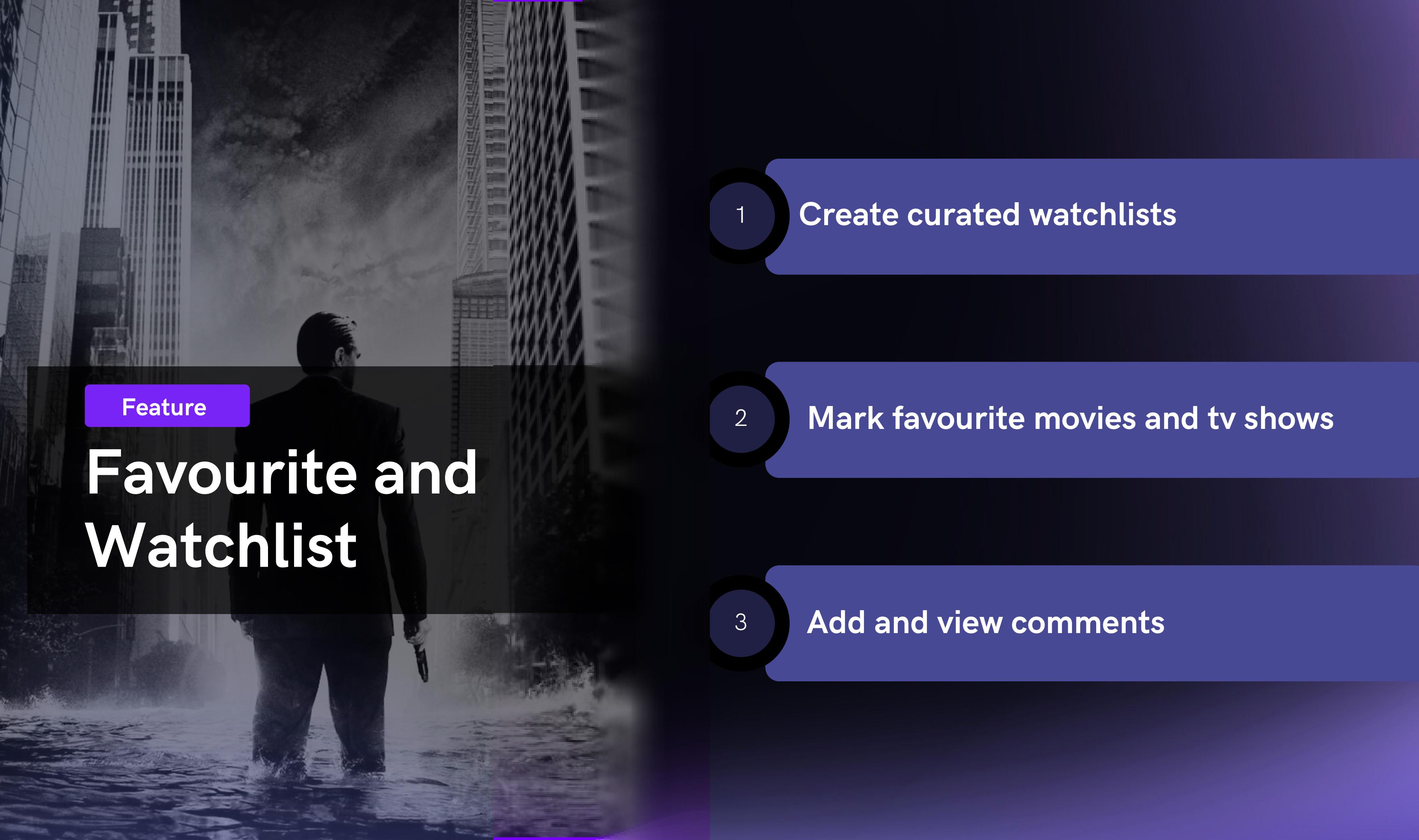
3

Continue watching from where you left

Video Playback Pipeline



ASHTON KUTCHER
THE BEGINNING
THE EFFECT
COMING SOON



Feature

Favourite and Watchlist

1

Create curated watchlists

2

Mark favourite movies and tv shows

3

Add and view comments

Subscription Based Model

Free

Quality upto 480p

Add up to 10 favorites

Make up to 1 watchlist

Silver

Get access to Premium Movies

Quality upto 720p

Make up to 5 watchlists

Unlimited favorites

Continue Watching where you left off

Picture in Picture mode

Gold

Get access to Premium Movies

Quality upto 1080p

Unlimited watchlists

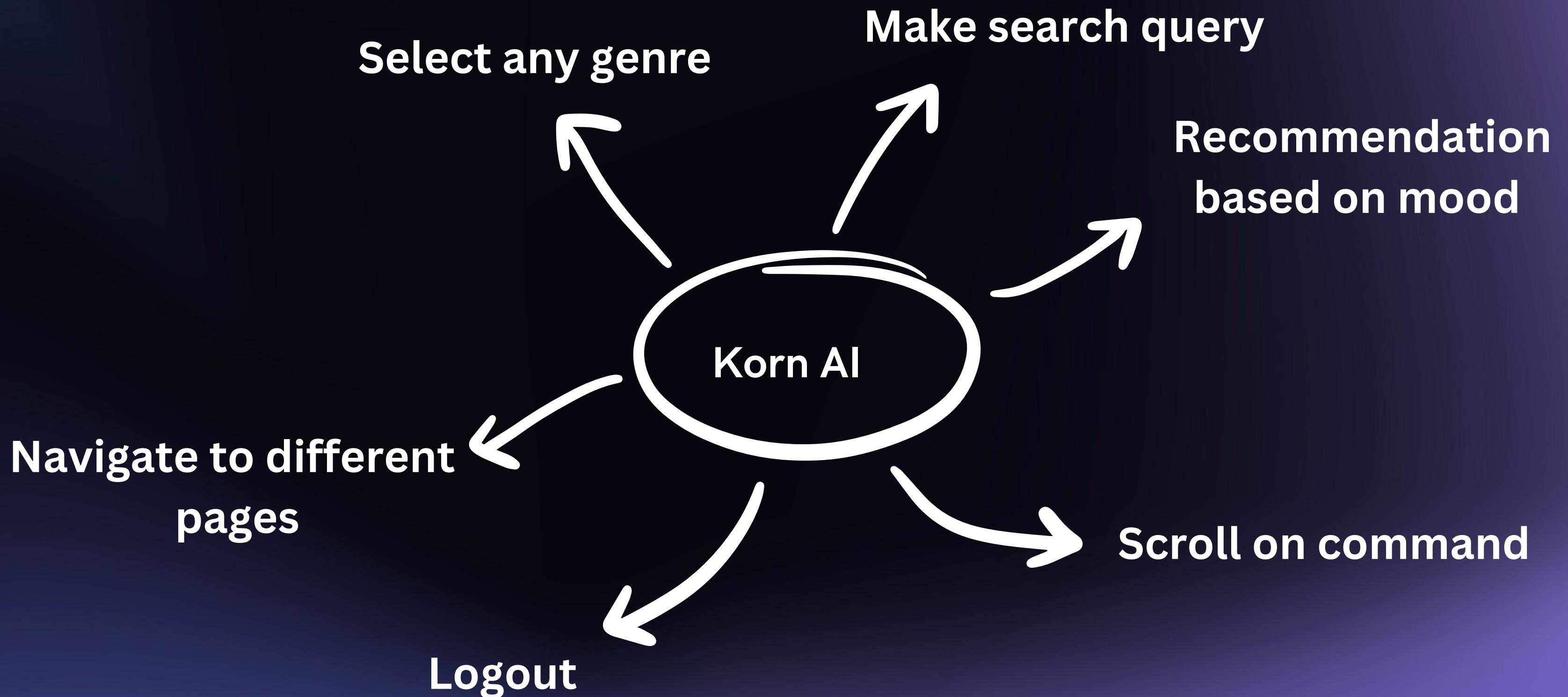
Personalized recommendation

Picture in Picture mode

Voice Commands with Korn AI

Feature

Korn AI



Feature

Admin Portal

Features:

- Real time Analytics and data insights
- Manage user and movie database
- Privileged access control
- Revenue Management

Admin Dashboard



Users list

name	role	last_change	subtype	email	fav
Anahita123	user	2024-02-28T00:00:00+00:00	Basic	string@gmail.com	["573a13d...
jan2@example.com					
ak3@example.com					
ak4@example.com					
majan5@example.com					
ak6@example.com					
ur7@example.com					

610 Records < Page 1

Admin Dashboard



Movie list

title	year	directors	comment count
Regeneration	1915	Raoul Walsh	1
The Italian	1915	Reginald Barker	0
Civilization	1916	Reginald Barker, Th...	0
The Ace of Hearts	1921	Wallace Worsley	1
The Four Horsemen...	1921	Rex Ingram	1
It	1927	Clarence G. Badger...	1
Upstream	1927	John Ford	3
The Wedding March	1928	Erich von Stroheim	0
Applause	1929	Rouben Mamoulian	0
Disraeli	1929	Alfred E. Green	0
In Old Arizona	1928	Irving Cummings	0
Queen Kelly	1929	Erich von Stroheim	0

Admin dashboard

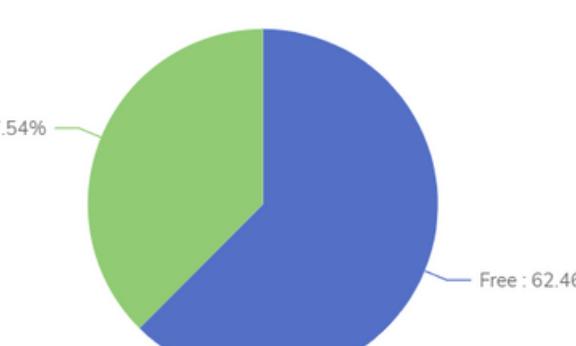
Total revenue  71217.5 ₹

Current month revenue  15250 ₹

Total paying users  229

Paid users  No

All users



Survey

Jack Sparrow
@jacksparrow

Love the perks of the subscription model,
can't imagine going back!

#BingeWatching

Pollard Gari
@therealpollard

Search filters help me find exactly what I'm in
the mood for!

#BingeWatching #MovieTime

Natasha
@blackwidow

Voice AI makes navigating the website so
much fun and easy!

#BingeWatching #MovieTime

Obi Wan
@obiwan

Thankful for fuzzy search, it finds what I'm
looking for even with typos!

#BingeWatching #MovieTime

Bruce Wayne
@thererealbatman

Voice AI makes navigating the website so
much fun and easy!

#BingeWatching #MovieTime

Tony Strark
@ironman

Impressed by the accuracy of the
recommendation system, it knows my taste!

#BingeWatching #MovieTime

Peter Parker
@webenthusiast

No need to think about keywords, natural
language search does it all!

#BingeWatching #MovieTime

Steve Rogers
@american

Autocomplete search speeds up my
movie searches, love it!

#BingeWatching #MovieTime

Shrek
@princesscharmer

Fuzzy search is a lifesaver for those
spelling errors, so helpful!

Semantic search delivers relevant results
every time, so intuitive!

#BingeWatching #MovieTime

Thank You !!

Let's checkout it live!

References

- <https://www.statista.com/outlook/amo/media/tv-video/ott-video/india#revenue>
- https://www.researchgate.net/publication/373119804_The_Rise_of_OTT_Platform_Changing_Consumer_Preferences
- <https://www.impactonnet.com/cover-story/the-rs-5000-cr-opportunity-for-ott-platforms-in-india-6074.html>
- <https://www.primevideotech.com/video-streaming/scaling-up-the-prime-video-audio-video-monitoring-service-and-reducing-costs-by-90>