

Enhancing User Experience on OTT Platforms:

INTRODUCTION

Over-the-top (OTT) platforms have changed the way we watch movies and shows on the internet. They have become very popular, and as more people use them, it's essential for the companies that run these platforms to make sure users have the great experience. These types of research are aimed at what makes users enjoy the OTT platforms and what could be improved.

CONTENT DIVERSITY AND PERSONALISATION:

One of the main factors influencing users' experience on OTT platforms is the availability of diverse and personalized content. Users want a large or vast range of content options, which consist of movies, web series, TV shows, documentaries, and original productions. When the platform suggests content based on what users like and have watched before means their search history and watched history, it makes the experience even better because it saves time searching for what they want to watch.

Video Playback Quality and Buffering:

Smooth video playback and minimal buffering are most important for satisfying user experience. To achieve this, the video needs to be of high quality and adjust to the viewer's internet speed.

Customer support and feedback mechanism:

The effective customer support and good feedback are necessary for user's satisfaction. Quick responses to feedback

help build user trust and loyalty, leading to a better overall experience on the platform

Accessibility and inclusivity:

OTT platform should serve to users with diverse abilities and needs. Incorporation closed captions, audio description, and user-friendly interfaces for people with disabilities can make the platform more inclusive and enhance the overall user experience.

Categorization of the home screen:

Users always look for something new each week, while maximum audience of OTT viewers face problems deciding what to watch. So, the best OTT platforms can offer the viewer is to provide fresh content in front of their eyes.

By categorizing each content section, OTT business not only help the viewers in setting the desire content but also saves the time of searching the same while having a second thought to switch to another platforms

Conclusion

In conclusion, the user experience on OTT platform is influenced by various factor ranging from content diversity and personalisation to video playback quality and cross-platform compatibility. By understanding and addressing these factors, OTT .

MARKET RESEARCH

Market research is the process of collecting vital information about a company's target audience, market, and competition.

Through market research, companies can understand their target audience better. They can make better products, improve user experience, and design a marketing strategy that attracts quality leads.

Here are some reasons for conducting market research:

- Determine the feasibility of a new business or product.
- Identify potential new markets.
- Keep an eye on marketing trends.
- Test the demand for new products.

Why is market research important?

1. Provides a direction

Data derived from market research helps brands understand what the consumers want, what will

. work in the market, and how competitors themselves to stay relevant

2. Enhances brand image and position in the market

Audiences tend to develop a social bond with

That companies that provide them with a

Positive buying experience and consistent by

Providing products services that match their

Preferences.

Conclusion:

Marketing research is crucial for ensuring that a

Company can understand the mindset of its

Customers. Based on the finding of these

Reports, they can develop products that can

Customer's that can fulfill customer's

Requirement.

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FEATURES OF OTT

OTT stands for “Over-the-top”. OTT platforms refer to streaming service that deliver video content amongst several viewers over the internet. Now a days OTT platforms are running in trends, and gained immense popularity in recent years due to their flexibility and extensive content libraries. On OTT platforms we can watch several kinds of web series, television shows, live matches etc anywhere , anytime. We can access OTT on smartphones, laptop, android, Iphones etc over a wide range. Some well known OTT platforms are Amazon prime videos, Hotstar, Netflix, Disney plus hotstar, Youtube.!!!!

OTT platforms comes with several key features.

- On-demand content:-OTT platform provides all things going on trend that is why it has a key feature like on demand content . Users can choose what they want to watch and when they want to watch it.
- Multi-Device Access:-OTT platforms allow user to login one device on multiple devices , including smart phones , tablets , computers , smartTV's, and gaming consoles. Users can watch any of their favorite movies or series from their comfort place.
- Original Content :- Many OTT platforms invest heavily in producing original

content , including TV shows , movies , documentaries , and web series. This exclusive content helps attract and retain subscribers and sets OTT platforms apart from traditional media channels.

- No Advertisements(or limited advertisement):-Some OTT platforms offer ad-free streaming experiences, which means subscriber can enjoy content without interruptions from advertisements . Others may have limited advertisements. As compared to conventional television shows.

- Parental controls :- Many OTT platforms provides parental control features , allowing parents to set age restrictions and manage the content their children can access.

- Download options :- Some OTT platforms provides options for downloading the videos and we can watch them offline anywhere everywhere without internet . Sometimes if we are travelling it always has some network issues so our online videos get pause and it cause breakage in videos . So in that way the option of download helps very much.

- Multiple profile :- OTT platforms allow user to share their password and give access to their friends or family members. It allows user to create multiple

profile within one account. Each profile can have its own personalized content.

- Free trials:-Many OTT platforms offers free trial periods to attract new subscribers, allowing users to test the service before committing a paid subscription.
- Continuous Content Updates :-OTT platforms regularly update their content libraries , adding new releases and removing outdated content, ensuring a fresh and diverse selection for viewers.

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Personal Recommendations

Personal recommendations is a suggestion generated by a recommendation engine (a.k.a. a recommender system). Recommendation engines must sort through all the available data and come up with their best guesses on what to suggest.

Personalization, in the context of a relevance product, means adding user-specific signals on top of all the other signals to make your product much more relevant. In a movie recommendation app like Netflix, you can promote movies similar to the ones you have watched in the past, while demoting others that you are unlikely to watch. Personalization is often thought of as a hammer, which will magically make your product much better.

Types of Product Recommendations Filtering

To add layers of personalization to a customers shopping experience, recommendation algorithms often take 3 approaches:

- Collaborative filtering
- Content-based filtering

- Hybrid filtering

Multidevice access

Devices can be accessed at the same time--

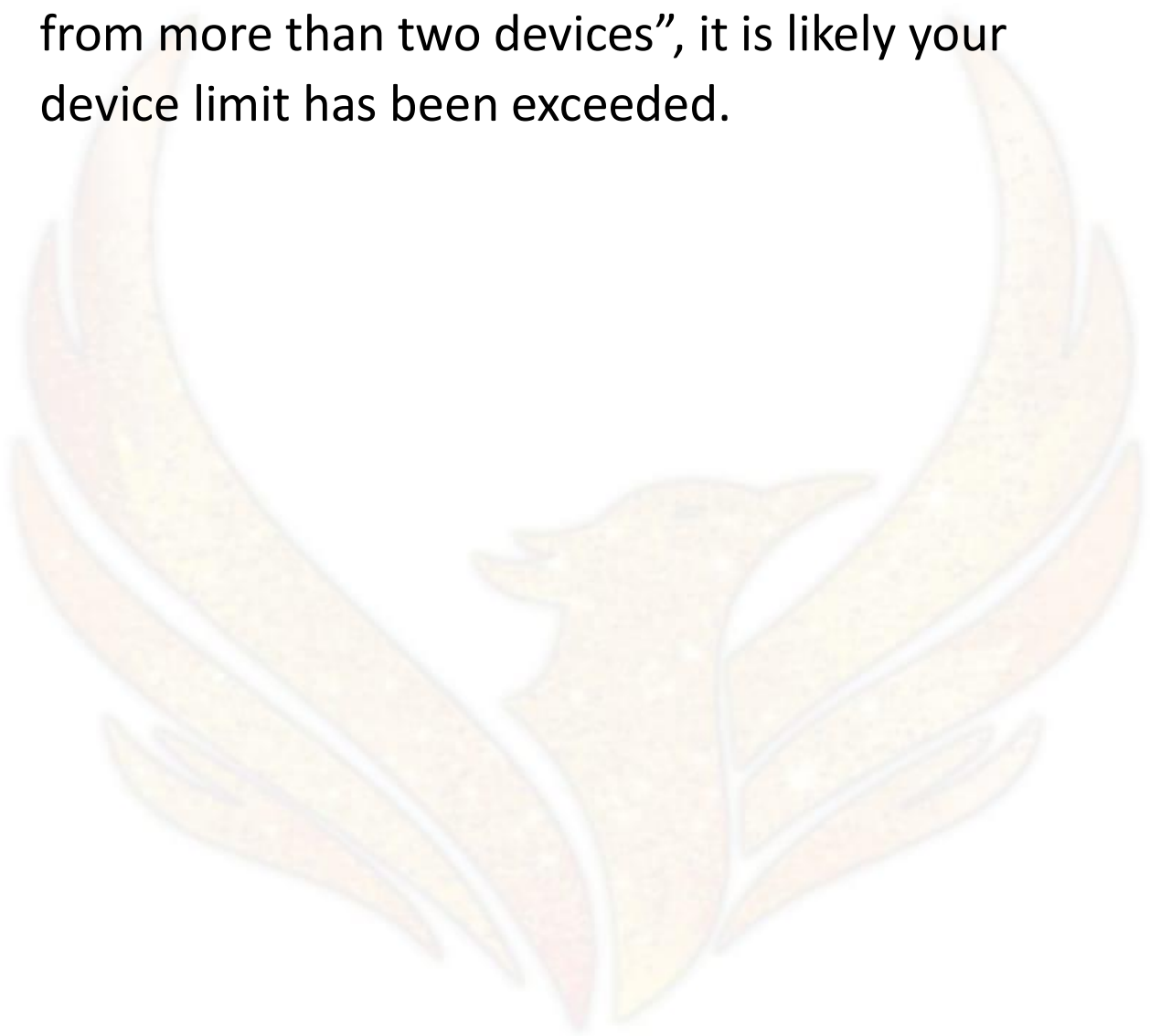
The plan you choose will determine the number of devices that you can access the content on at a time. You may watch on:

- 4 devices at the same time with Premium
- 2 devices at the same time with Super
- 1 device at a time with Mobile.

Mobile Plan supports mobile handheld devices with Android OS 5.0 (Lollipop) or higher, and on iOS devices with iOS 12.0 or higher. Casting or mirroring from a mobile device is not supported on this plan.

If you still face the issue, please contact us via the options provided at the bottom of the page. We will be glad to assist you.

It enables you to watch on two devices concurrently per subscription account. If you see an error message “You are trying to access videos from more than two devices”, it is likely your device limit has been exceeded.



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Offline viewing

It is now the most popular over-the-top (OTT) service in India, beating out industry leaders such as Netflix and Amazon Prime Video to take the top spot. The streaming service that was once known simply as Hotstar has entered into an exclusive collaboration with Disney. As part of this partnership, the service will include unique content from Disney, Marvel, Pixar, and more. Additionally, it is the only major streaming network that provides access to live sporting events, like football and cricket, among others.

The subscription options offered by Disney+ Hotstar are among the most reasonably priced ones currently on the market, and the good news is that regardless of whatever plan you choose, you will have access to the whole library of accessible programming.

In this article, we will make a detailed introduction to Disney+ Hotstar, as well as tell you how to download your favorite Disney+ Hotstar videos for offline watching.

DATA ANALYTICS

What is data analytics?

Data analytics is multidisciplinary field that employs a wide range of analysis techniques, including math, statistics, and computer science, to draw insight from data set. Data analytics is a board term that includes everything from simply analyzing data to theorizing way of collecting data and creating the frameworks needed to store it. How is data analytics used? Data is everywhere, and people use data every day, whether they realize it or not. daily tasks such as measuring coffee beans to make your morning cup, checking the whether report before deciding what to wear, or tracking your step throughout the day with a fitness tracker can all be forms of analyzing and using data. What tools do data analysts use? During the process of data analysis, analysts often use a wide variety of tools to make their work more accurate and efficient. Some of the most common tools in the data analytics include.

- Microsoft Excel
- Google sheets
- SQL
- Tableau

- R or python
- SAS
- Microsoft Power BI
- Jupyter Notebooks

Why is data analytics important?

Data analytics is important to understand trends and patterns from the massive amounts of data that are begins collected. It helps optimize business performance, forecast future results, understand audiences, and reduce costs. Conclusions This brings us to the conclusion of data analytics for beginners. We learned what data analytics is, the need for data analytics, Then, we looked at the various tools used in data analytics and application of data analytics. Finally, we saw a case study on Walmart and performed a demonstration on linear regression in R to predict sale based on advertising expenditure through various medium.

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Seamless user interface

Seamless UI design is a process designer used to build interface in software or computerised devices in order to make them look more stylish.

The mean in of the designer is to create interface which looks pleasurable to the users.

Same was on with the OTT plate form they always come up with the content that is user friendly in order to get more liked by the people.

There is a question that remains in every mind that how OTT plate forms provide this content to so many people ,at the same time at such a large scale?

Not too long ago, buffering YouTube videos were a common household problem .now bending on Netflix shows has become a common household.

With data heavy and media rich content it is now possible to steamed at fast speed forget about buffering.

These OTT platforms such as Netflix Disney plus hotstar etc provide Seamless content to users around the world.

They have their data centres around the world with controlled environments to host server that help to store and deliver content to users around the world.

Merits :

1. with increasing innovations it becomes very useful to have such a approach.
2. It counts for a lot when it comes to meeting the requirement of the users.
3. It means exact needs of customers.
4. It offers simplicity and elegance.

Demerits:

- 1.it is the end result that it is so frustration specially to the consumers for always pray for something new.
2. It need regular updates.

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Content variety and original

Nowadays all the movies are launching on online platform people have a choice of their own now.

Every person has some different choices some likes to watch thrill some other comedy romantic and so on and the OTT platforms provide them all.

Mostly the content which is widely popular is watch by more people.

The platform where the movie is being launched and how the company advertised it also matters.

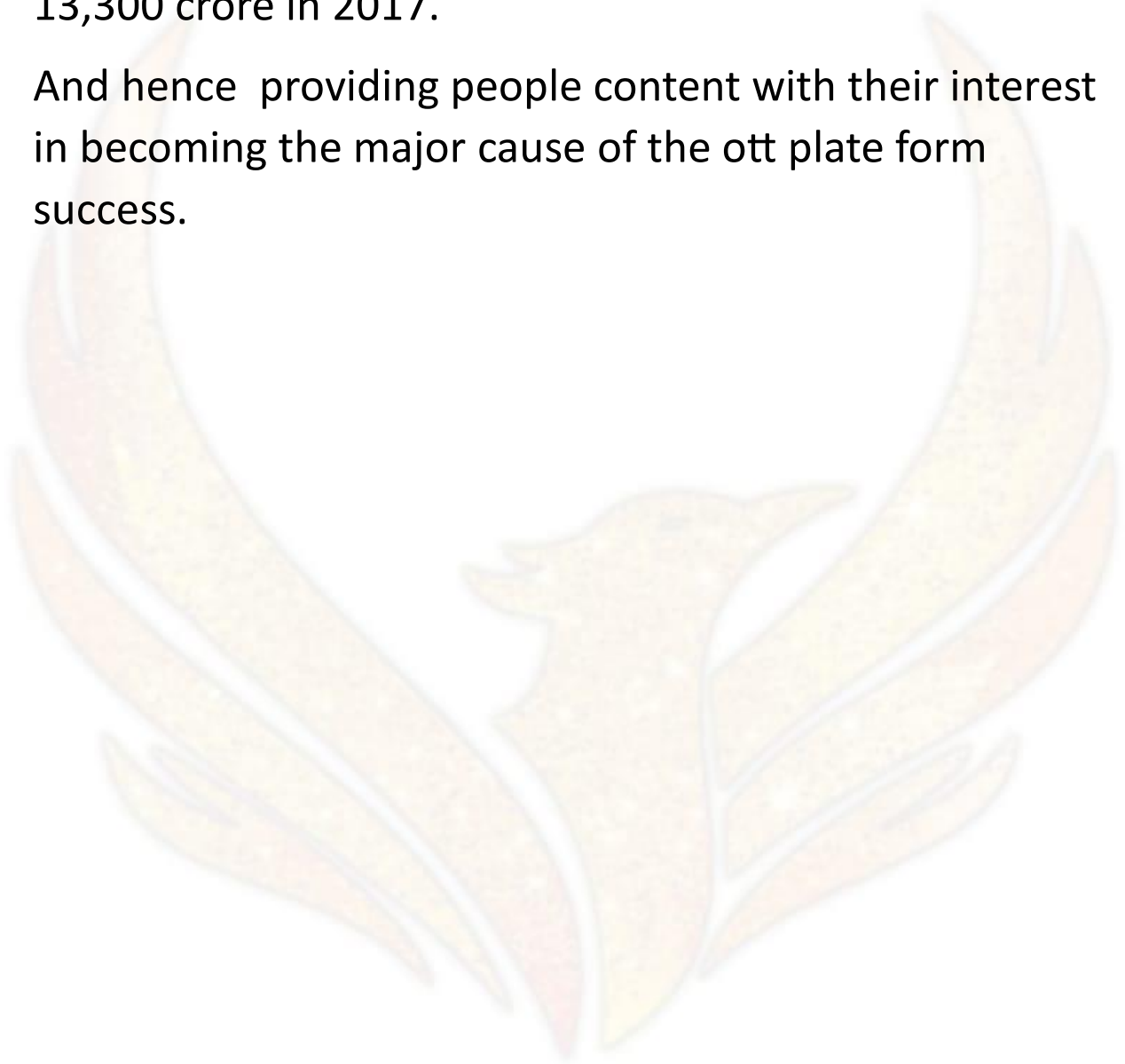
The OTT content are generally cheap and does not require a lot of investment so companies are testing some content that has never been before.

OTT platforms are heavily creating and distributing original content in Hindi and other regional languages.

With an increasing demand for variety original content is expected to have the most possible growth in upcoming years.

I report estimates that digital advertisement market more than doubling to 35,400 crore by 2020 from 13,300 crore in 2017.

And hence providing people content with their interest in becoming the major cause of the ott plate form success.



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