BUSINESS CASE

Proposed Project	CineScope: Media Information Database
Date Produced	October 2024
Background	As the entertainment industry continues to expand, there's an ever-growing need for platforms that provide comprehensive information about movies, TV shows, actors, and related media. Audiences today are more engaged than ever, seeking not just to watch content but to interact with it—by searching for detailed cast and crew information, tracking upcoming releases, and sharing reviews and ratings. This rise in user engagement has created an opportunity to develop a platform that meets these demands by offering a seamless way for users to explore, review, and stay updated on the latest media trends, all in one place.
Business Need/ Opportunity	There is a growing demand for a platform that provides users with not only detailed information about movies and TV shows but also interactive features that enhance their engagement with the media they consume. Users are looking for a seamless experience where they can search, rate, and review content all in one place. This project aims to fill that need by creating a media information database that allows users to easily access information, track their favorite shows and movies, and discover new content. Moreover, with the rise of independent filmmakers and niche productions, there is an opportunity to offer them a platform to reach a wider audience and gain visibility. This project will cater to both mainstream and independent media, providing a unique user experience for all types of audiences.
Options	1. Option 1 – Build the Media Information Database - Develop the proposed database using MVC architecture, ensuring an intuitive interface for users to search, browse, and rate media content. - Include API integration for real-time updates from platforms such as The Movie Database (TMDb) for mainstream content. - Offer specialized sections for independent filmmakers and smaller production houses to upload and track their content. 2. Option 2 – Do Nothing - Continue to rely on existing platforms like IMDb for media information without introducing a specialized database for independent and niche content.

Cost-Benefit Analysis

Option 1 – Build the Media Information Database
- **Costs:**
  - You'll need to spend money on setting up the database, and integrating APIs.
  - The project will take around 2 months to create a prototype and more time to test and launch.
  - There's a risk of competing with big platforms like IMDb, and you'll need to keep the data accurate, and user experience smooth.
- **Benefits:**
  - The platform could attract a wide range of users, including mainstream audiences and indie filmmakers, increasing market share.
  - You could make money through ads, premium features, or partnerships.
  - Users will likely keep coming back because they can interact with content through reviews and ratings.
  - You'll stand out by offering both popular and independent content, building a unique brand.

Option 2 – Do Nothing
- **Costs:**
  - You'll miss the chance to tap into the growing demand for a specialized media platform, which could mean lost revenue and user engagement.
  - Without doing something new, there's a risk of falling behind in the market.
- **Benefits:**
  - You avoid spending any money or time on developing and maintaining the new platform.
  - You can focus on other ongoing projects without needing extra resources.

Recommendation

Option 1 – Build the Media Information Database is recommended, as the benefits of increased user engagement, potential revenue streams, and industry partnerships outweigh the initial costs and risks.