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OTT Platform

Lean Start-up Management (MGT1022)

J Component Project Report Final Review

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Executive Summary Business

Canvas Model

ABSTRACT

OTT stands for “Over The Top” and refers to any streaming service that delivers content via the Internet. The service is delivered “up” to another Platform. OTT is a platform bringing movies and TV series / games online, unlike a regular TV cable. These OTT forums are the same as any other online apps or services, everything you need is a device that supports OTT and Internet connection with BOOM. These platforms can be lauded for bringing the world together and closer and for fostering an enhanced sense of cultural understanding among the masses. During the unfortunate times of a hitherto unprecedented global pandemic such as COVID-19, these video-on-demand platforms have seen a surge in their viewership.

Chapter 1

A) TYPE OF BUSINESS PLAN IDENTIFIED

1.1. The type of business plan (manufacturing oriented or service oriented or retail oriented or both manufacturing & service oriented).

Our business plan is service oriented involving over-the-top (OTT) media service which offers service directly to viewers via the Internet. We are offering the audience video, audio content and additionally books for reading.

Our Business Model is a hybrid Model which includes Subscription Video On Demand (SVOD) and Transactional Video On Demand (TVOD).

User would be able to stream movies, web series, pod casts, and also they can read the books of various genre digitally in our application. We are going to provide a different plan for customer by providing them with a package of one day streaming plan which wasnot introduced by any other platform.

Our business plan includes

- Develop a web application for providing the content to the customers.

- Provides new content through our platform originals

- Provide the books digitally for the customers

- Giving various streaming plans with one day plan exclusively.

1.2. Proper justification for our identified business type.

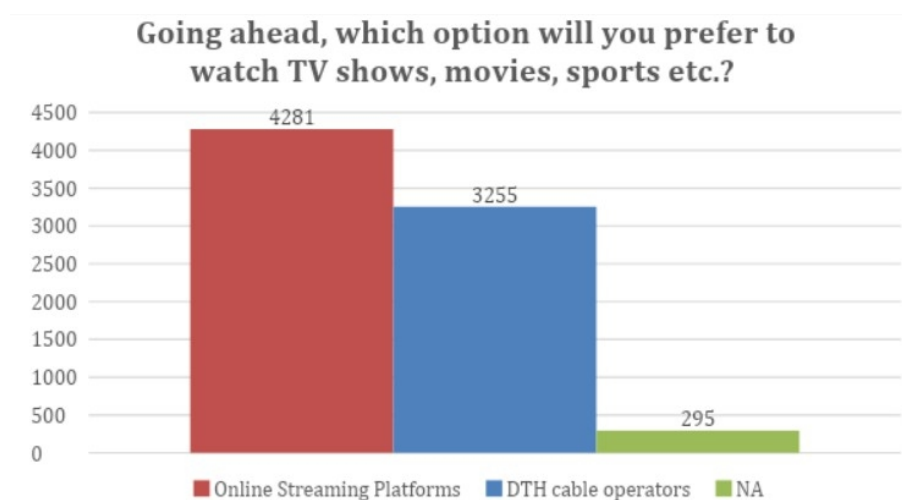
It provides customers a different experience where customer can be able to stream variouscontent at their finger tips. They can also able to read various content through books digitally in our platform. Considering the situation like covid 19 breakdown which increased the increasing of the viewership of the Ott Platform globally. Customers can able to watch the global content which introduces them various cultures. We are also going to provide them a different streaming plans like one day plan, one week plan, which makes our plan unique from the rest of the OTT platforms.

B)BACKGROUND WORK FOR SELECTING THE CONCERNED BUSINESS

1.3 Any reference supporting our current choice of business type

India is one of the largest markets in the world for content use on all screens. The epidemic period and lockdown closure saw a significant growth in OTT content usage and saw families consuming OTT content together. This has led to the need for larger digital content viewing screens with higher specifications and competitive prices. In the past 3-4 years OTT giants like NETFLIX, AMAZON PRIME have seen a tremendous growth in their viewership.

1.4 Any survey supporting our current choice of business type



Chapter 2

A)FACTORS WHICH MOTIVATE YOU TO START THE SELECTEDBUSINESS

2.1 Any social problem being noticed in line to our choice of business plan in our areaof surroundings or regionally or nationally.

Larger Audience Reach

More than 50 million subscribers are expected to throw their cable and satellite boxes next year. This is a huge increase from the estimated numbers of the past few years. Consumers receive monthly savings of about 250 rupees on an average. This gives them the opportunity to choose more which programs they actually pay for. Cable's biggest problem is providing packages for hundreds of channels, but the subscriber can only watch five in a row. When it comes to special programs such as sports, premium movie channels, and highly rated cable networks, subscribers had to move to a higher premium package. With the death of the voice to their customers, OTT engineers are seizing the opportunity to give consumers what they want. Not only do millions of people cut the cable, but there is another small group that still has the cable, and it also pays for broadcasting services.

OTT advertising

OTT advertisements are not forced and are clickable. When viewers click on the advertisement link, OTT platforms direct them to the advertiser's landing page. Launching an OTT business plan will help you find potential customers that are interested in your brand. Marketing experts can easily convert a potential customer as compared to traditional marketing strategies. OTT advertisements can be personalized based on user behavior.

Through this OTT platform can gain a large profit by advertising various products in their platform.

Increase Interaction with Customers

Users use OTT content according to their terms and conditions. You will not be forced to connect with your customers on the OTT platform. As customers will use OTT content according to their plan, you have a better chance of connecting with prospects. Physical interactions cannot cover multiple areas at once. The OTT platform benefits businesses by allowing them to interact with customers at various locations and times. This allows the platform to provide the content that customers require which may increase the business.

B) BUSINESS BACKGROUND

2.2 Business Location

There is no particular location required for the OTT platform business. Since it is based everything on Internet, people from anywhere can get access to the platform.

But to make OTT popular the platform should be first introduced the urban areas where the people are familiar with the smart gadgets.

We can get the feedback and add the content that people required and we can expand the business to different area by knowing the content they required.

At first we need to build a proper application or website for the OTT where the people can access the content.

2.3 Company Logo and Name of the Business

The name of the business is 'STREAMOTSAV'.



An over-the-top (OTT) media service is a media service offered directly to viewers via the Internet. Unlike the OTT platforms which gives access to viewers for 3 months or 1 year or pay per view mode, STREAMOTSAV is an OTT platform which gives access for one day the user wants. Many people don't stream in the OTT daily so the money for the days they are not using is wasted. STREAMOTSAV OTT provides the service to viewers any day they want. They can buy a day only when they are free and want to stream. This will reduce the money they spend for the rest of the days when they are not streaming.

2.4 Tagline to your Business “PICK YOUR DAY”.

The tagline “pick your day” describes the core idea of the business which makes STREAMOTSAV different from other OTT platforms.

PICK YOUR DAY tells that the user can buy the access to the OTT platform whichever day the user want to stream in the OTT platform. The user can then stream the entire day and night he chose.

2.5 Management and employees

Management and leadership are two different things, but they should always be discussed together. One way to make the distinction is to know what makes a leader different from a manager. A manager manages tasks, while a leader leads people. Leaders have people following their lead, while managers have people working for them. One of the elements that a OTT business require a good staff who are good at adopting the latest trends. To sustain in the business the company should provide the content that people are looking at present. It requires a team of employees who are very creative in providing such trending content to the customers.

This Business requires employees in various fields like:

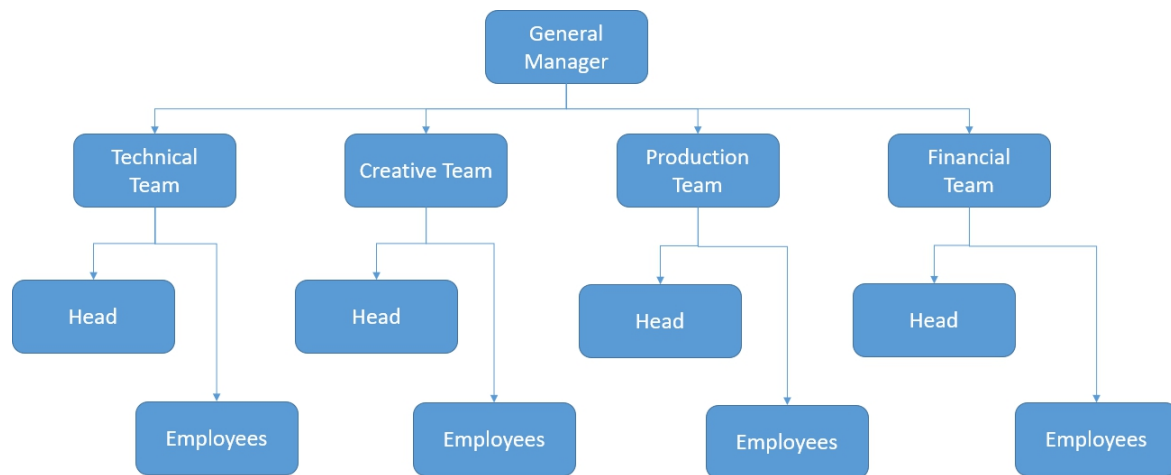
- 1) Software Development
- 2) Creative Team
- 3) Production Department
- 4) Finance Department

The OTT business also require a **Web Development employees** who are able to build a proper UI/UX model required for the company. They should be able to build a Application which is easily understandable by the application user and able to adopt to the public necessities. They should be able to cope with the creative team.

Creative Team requires the employees who are able to create the content for the OTT business and marketing the business that takes to the wide range of audiences which will increases the business. They need to understand the audiences pulses and the budget provided and create the content that is provided to the audiences.

Production department requires the Employees who are able to manage the budget requirements of the company and provide the budget for the creative department for the content creation and the budget for the technical department for proper development of the application. OTT business also requires a **finance department** in which employees able to manage the income by the audiences and find the strategies to better payment offers for the customers and manage the other financial aspects the business with production department.

2.6 Hierarchy of our Administration



Chapter 3 LICENSES

AND PERMITS

Since there are no clear-cut laws pertaining to OTT business plan in India, the defined set of documents required are not present anywhere specifically. However, it is essential to procure the following set of licenses for your OTT in India, which will permit you to carry on with your streaming business legally

- Business License of Private Limited Company
- GST Registration
- Udyog Aadhar Registration
- Startup India Registration
- Digital Media Ethics Code
- Self-Classification of Content
- Copy Rights permits
- Content License

Chapter 4

TARGET CUSTOMERS

4.1 The regular customers/potential customers/target Customers identified with respect to your start-up idea

Movie Audiences:

The main target customers are the movie audiences globally. In India movies are the main stream entertainment, which will increase the range of customers. We also included streaming of books where we can attract the audiences who loves to read.

4.2 The factors based on which you identified your target customers with respect to your lean start-up business proposal

Increase in the usage of Internet and personal gadgets:

Now a days there is a tremendous growth in the usage of internet. It had became a Internal part of the life. This also helps our business since we are streaming our content in the Internet. Also the growth of various devices will increase the customers to the platform.

Decline of the other mediums for entertainment

Due to covid breakdown the growth of OTT have been increased. We also seen the decline in the theater audiences which will increase the online streaming platforms.

Increase of customers in other Online streaming platforms

The decline of the growth of theaters and other factors will increase the OTT platform. And the stats also shown in the recent surveys have shown the growth of OTT. OTT provides different content which theater content can't provide.

Chapter 5

A) STRATEGIES FOR ATTRACTING CUSTOMERS

5.1 The promotional strategies or marketing strategies or modes of advertisement that are identified and followed to attract the customers

Social Media Strategy

Social media platforms like Instagram, Facebook, and Twitter allow you to directly engage with your users and expand your brand's reach. Build excitement with fun, informational posts in the lead up to your launch, as well as answer any questions coming from your community.

Consider Paid Advertisements

It's a good idea to consider paid strategy prior to launch day. As we mentioned before, knowing your target audience is key. Running targeted ads on social media platforms with short, powerful messaging can be effective for increasing brand awareness and downloads when your app goes live.

Traditional Newspaper Ads

A traditional form of advertising, daily and weekly newspaper ads allow you to target specific geographic neighborhoods. Attaching an incentive, such as a coupon, to the ad can help you judge its effectiveness. Purchasing an ad in a section relevant to your business – for example, a home improvement business ad in the home and garden section – can also help you to reach target clients.

Sponsorship for various Events

Advertising your product or service through event sponsorship can take many forms. You might receive an acknowledgement in the event program, have an on-site location where you can give out sample product, or your company logo might appear on the event posters. One option for events that require a hand-stamp for entry is to provide the venue with a stamp that bears your company logo.

Conducting Various Public speaking Events:

If the product you sell relates to your own expertise, public speaking can be a great advertisement. Offer your services to organizations that could benefit from one of your workshops or lectures. Bring business cards and promotional materials to the event to encourage your audience to spread the word about your services.

B) COMPETITORS**5.2 State the other businesses which we feel competitive to our lean start-up business idea? Also explain the factors based on which our competitors are competitive to our business?**

The Main Competitors for our business are Amazon prime, netflix, AHA, Hotstar, and other OTTs and also theaters.

Factors for which competitors are competitive for our business:-

A) Providing Content:

Now a days content has become very much in need. The platforms which provide the better content will sustain in the business for a long time. Netflix and Amazon prime are very much rich in their content. They have been main pillars of the ott business which made them the giants in the business. We need to face the huge competition from them.

B) Customer experience:

The front line OTT platforms has a very good UI/UX models which provide the user a good experience. Our OTT should have a best application Development team which can provide the customers a good search engine and a good experience. If the application is not developed in a proper manner the customers may get bored in the platform.

C) Streaming Rights:

Netflix works with content providers, distributors, producers, and creators to acquire licensing for TV shows and movies to stream on their service. So we need expand our boundaries with various content providers to get the content right to stream in our OTT.

D) Cost efficiency at scale:

Delivering a compelling value proposition requires high and reoccurring investments tightening margins for OTT players. The ability to scale platform and operations is key to amortize costs and sustain profitability.

E) Competition from Theaters:

At present OTT gained a lot of popularity among the audiences but theaters are not dead completely. We can face a lot of competition from the theaters if the content is weak. Mainly the content which gives adrenaline rush and the content which provided by huge graphics is experienced much better in theaters. Many people in south India like to watch movies in theaters with huge amount of crowd.

Chapter 6

A) FINANCIAL PLANNING

6.1 Give a brief description of financial requirement to attain the goals of short term planning, intermediate planning and long term planning? Also give proper justification for these expenses?

We need a small level investors and we take a loans to start our business Financial requirement to attain the goals of

Short-term Planning:

Short-term planning looks at the company's current trends and develops strategies for self-improvement. Depending on the state of production equipment or product quality as well. We need the initial content for which need to start the OTT platform. To deal with these problems, we put in place temporary solutions to problems. Employee's training courses provided for the solving of this problems temporarily. These solutions set the stage for a comprehensive crisis in the long run.

Mid-term Planning:

Medium term planning works lasting solutions to temporary problems. In Mid term planning we need to start to expand our business in the cinema Industry to get the streaming rights from them. If there are quality issues, the medium term solution is to review and strengthen the company's quality control system. We also need to take the feedback from the audiences for the changes in the experience. We need to expand our advertising of OTT into wider reach. If we found any bugs in the application we need to debug it for providing a better experience.

Long-term Planning:

Over time, we want to solve problems permanently and achieve their goals through marketing. We are going to start our own originals which are exclusively provided by our own OTT platform. Long-term planning responds to the company's competitive environment in its social, economic and political spheres and develops flexibility and role-playing strategies to achieve long-term goals. We need to get the feedback from the customer about the midterm planning and make sure we fix the problems. We also need to take audiences responses for the originals that we provide and start to produce the content that reaches the wider audiences.

B) INITIAL EXPENDITURE

6.2 State and explain the amount of initial expenditure that incurs for your business proposal? Also give proper justification for these expenses?

A). Rent and Operating Costs

Setting up office

Cloud Storage expenses

Maintenance

B). Development Costs

Furniture

Application Development

C). Production and Creative Costs

Equipment for production

Actors

Directors, Editors, Designers, Work labor

D). Marketing

Logo Design

Digital Advertising Cost

Social media handling

Posters

Grand Total of Startup Costs: Rs.1,00,00,000

C) BUSINESS MARKETING PLAN

14.1. State and explain your business marketing plan to be implemented for short term, medium term and long term duration, with respect to your lean start-up business idea?

We will advertise our business mainly in social media so that it can reach a widerange of people since our business is a service based.

We will advertise our product by focusing on our uniqueness of our OTT platform

Our Ott is going to offer a pay per day service for customers which is unique from therest of the OTT platforms.

At short term duration we are going to offer customers at a very reasonable price.

During short term duration when we attained a required customers we are going increase the price.

At medium term duration we are going to start delivering coupons to the customers,for which they get discount in the price

In this medium term duration we are going to advertise in digital mediums like Televisions for distribution the promo coupons.

In the long term duration we are going to attract our customers with our merchandisefor advertising our content.

We will keep public meetings and promote our content to the wider audiences.

Chapter 7

OPERATING PLAN

7.1 Briefly elaborate the details regarding the operating plan for carrying out day to day activities of your lean start-up business idea?

We mainly operate through website and slowly go with the app, so our daily activity is based on the improvement of the website.

We daily get the feedbacks from the customers for improvement of the user experience.

We daily search for the latest and trending content that reaches to the wider audience.

We get to see the comments of the content that was present in the platform and improve it with the latest trend.

Our creative team daily works on the content that is required for the customers.

Creative teams find the special talent in the people and hire them for the content generation for the platform.

Our production team works on helping the creative team in generation of the content.

Production team looks for the balance in the equipment required for the creative team.

Financial team helps every department for regulating the daily expenditure required for them.

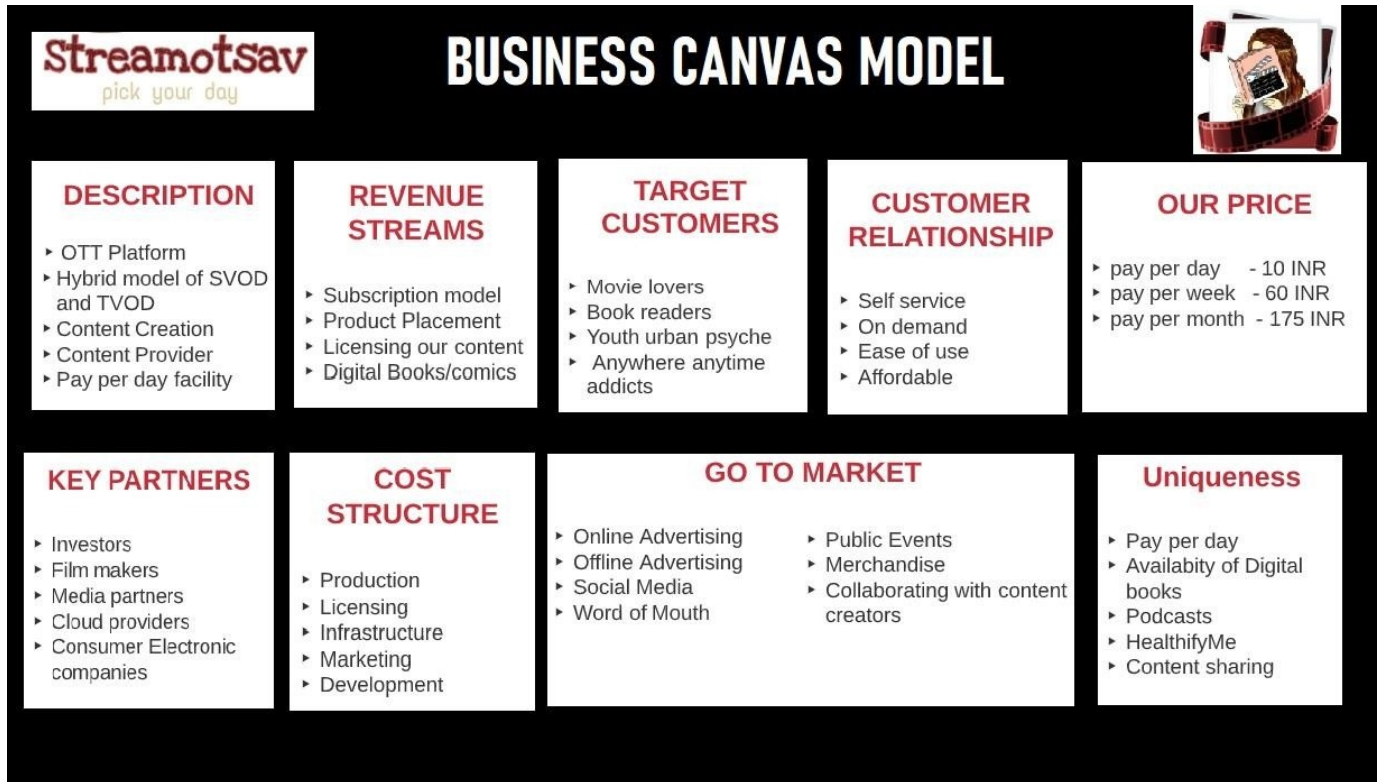
EXECUTIVE SUMMARY

Our Business is service Oriented which is OTT platform business. In our business we used hybrid business model. It is a combination of Subscription Video On Demand(SVOD) and Transactional Video On Demand(TVOD). We will stream movie, web series, podcasts and Digital books of various genres in our application. We are providing customers a unique form of subscription that is Pay Per Day facility which helps the customer to purchase our OTT content for one day, this will reduces the amount wasted by the traditional subscriptionplan and also helps in our OTT advertising.

Our target customers are movie lovers, book reader and anywhere anytime content adductors. We are going to adopt a great customer relationship by providing a self service and content on demand. In our OTT we are going to create our own originals which can be seen exclusively in our OTT only. Our OTT platform also requires a production andcreative department for achieving this.

The company cost structure includes production, licensing, infrastructure, marketing and development. We create a partnership with filmmakers, Investors, media, storage cloud providers. Marketing strategy includes online and offline advertising, social media, collaborating with content creators, public events and merchandise.

BUSINESS CANVAS MODEL



THANK YOU