

# Capstone Project

## OTT Platform Analysis

Comparative Analysis in the Entertainment and Media Sector

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# OTT Platforms

OTT (Over-the-top) platforms are media services that provide content directly to viewers via the internet .

Some popular OTT platforms include :

- Netflix
- Amazon Prime Video
- Disney+ Hotstar
- Sony Liv
- Alt Balaji
- JioCinema
- Zee5
- Discovery+
- MX Player



# Contents of Dashboard

Comprehensive Insights into Streaming Trends and Viewer Preferences



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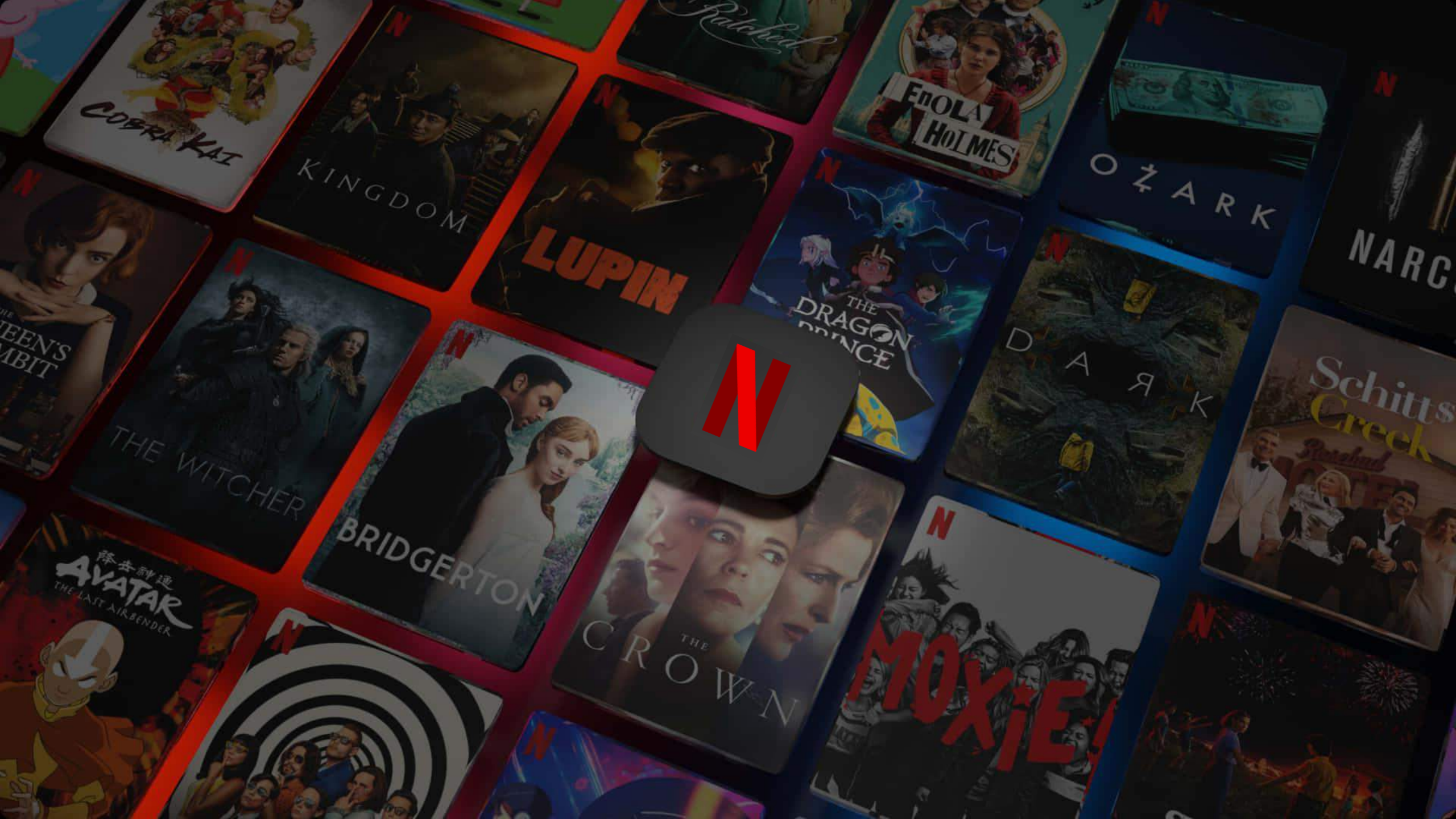


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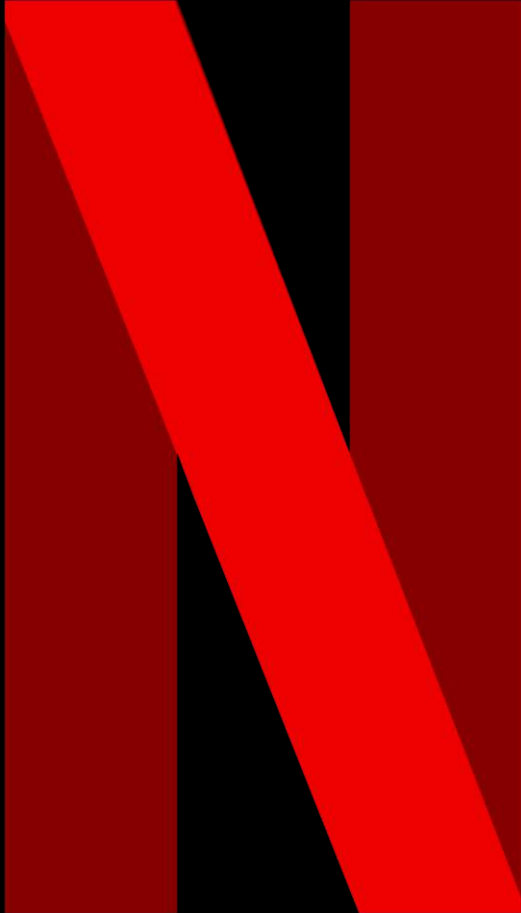




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# Netflix



Netflix is a popular American media-services provider that offers online streaming of a wide variety of TV shows, movies, documentaries, and original content.

Here are some key points about Netflix:-

- Founding: Netflix was founded on August 29, 1997, by Reed Hastings and Marc Randolph in California, USA.

- Early days: Initially, Netflix focused on DVD rentals by mail, but later shifted its focus to streaming media in 2007.

- Global reach: Netflix is available in over 190 countries worldwide, with content translated into multiple languages.

- Original content: Netflix has invested heavily in producing original content, including hit shows like "Stranger Things," "The Crown," and "Narcos," as well as movies like "The Irishman" and "Roma."

# Netflix

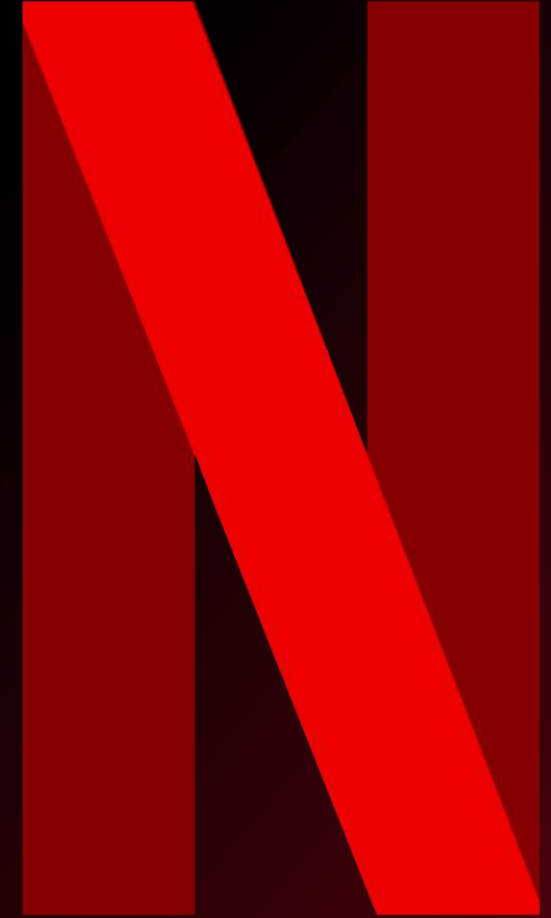
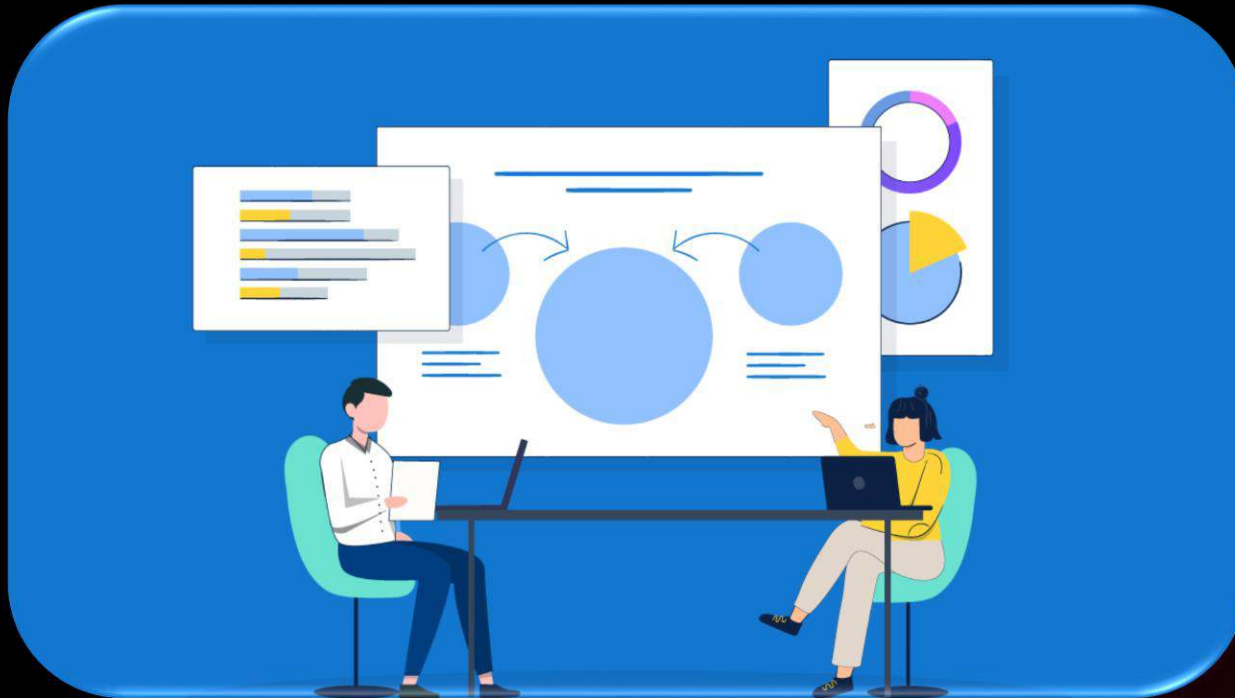


## Dashboard Sessions:

- Overview
- Detailed View
- Revenue

# Overview

This would likely be a visual summarizing key metrics on Average IMDb score, show durations, Yearly releases, Total movies and Language Availability





# Detailed View

## It reveals few more Details on Genre, Top Movies, Rotten Tomatoes Score and finally View Ratings

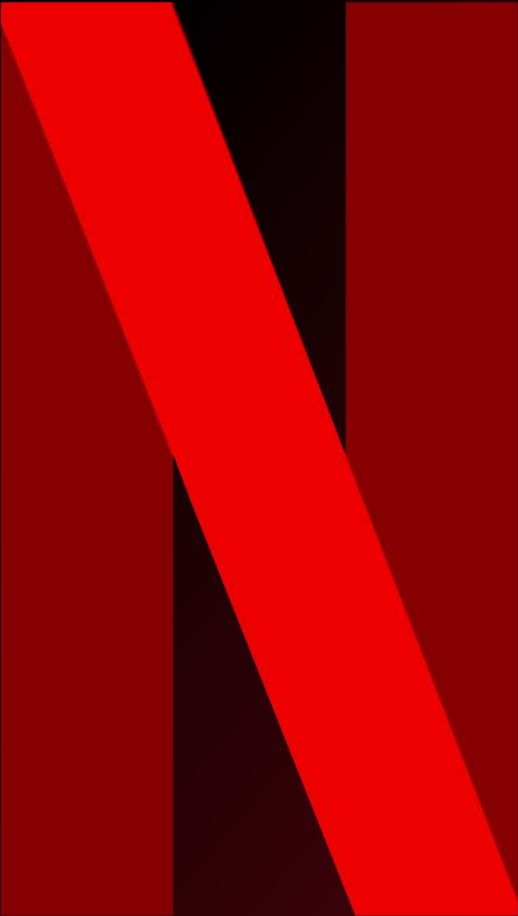
## Popular on Netflix



# Revenue

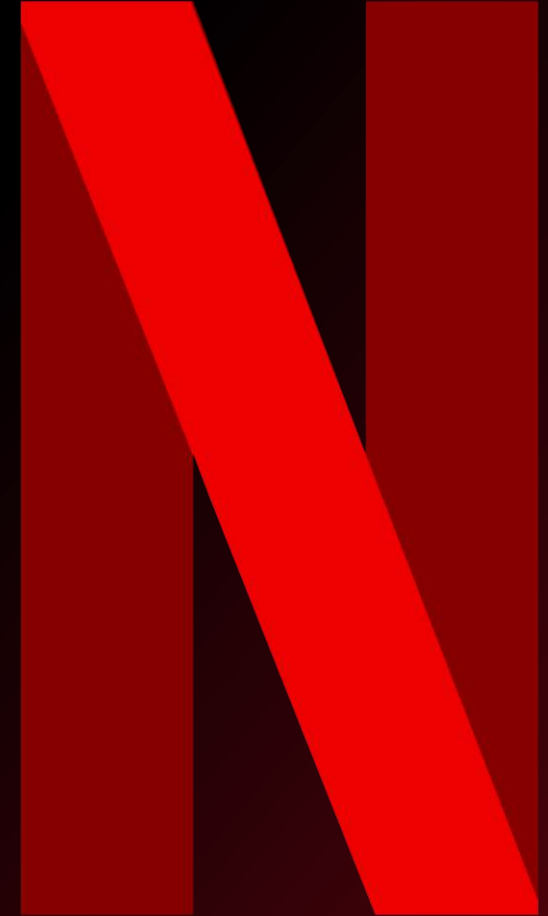
•**Monthly Revenue by Subscription Type:** The revenue analysis indicates a higher contribution from premium subscriptions, reflecting a strong customer base.

	Mobile	Basic	Standard	Premium
Monthly price	₹ 149	₹ 199	₹ 499	₹ 649
Video quality	Good	Good	Better	Best
Resolution	480p	480p	1080p	4K+HDR
Devices you can use to watch	<div><div>Phone</div><div>Tablet</div></div>	<div><div>Phone</div><div>Tablet</div><div>Computer</div><div>TV</div></div>	<div><div>Phone</div><div>Tablet</div><div>Computer</div><div>TV</div></div>	<div><div>Phone</div><div>Tablet</div><div>Computer</div><div>TV</div></div>

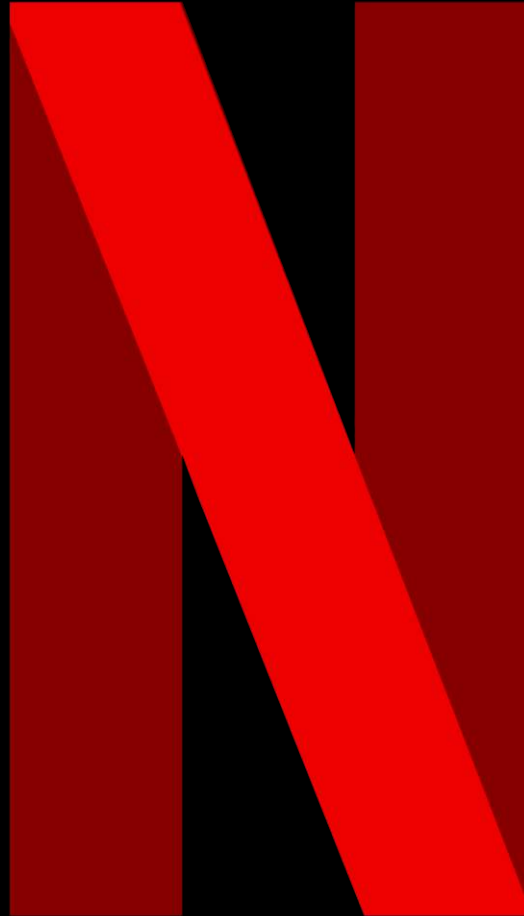


# Revenue

- **Profit Analysis:** The detailed profit analysis showcases a steady revenue stream from various subscription types and devices, with a significant portion coming from the United States.



# Revenue



•**Revenue and Viewership:** Netflix's revenue and viewership analysis reveals a strong performance, with a diverse range of top-rated movies and a high Rotten Tomatoes rating.





prime video



# Prime Video



Prime Video is a popular video streaming service offered by Amazon. Here are some key points about Prime Video:

- Launch: Prime Video was launched in 2006 as Amazon Unbox, later rebranded as Amazon Instant Video, and finally renamed Prime Video in 2014.
- Content: Prime Video offers a vast library of content, including: ▶ Movies ▶ TV shows ▶ Original content produced exclusively for Amazon ▶ Add-on channels like HBO, Showtime, and Starz
- Availability: Prime Video is available in over 240 countries and territories worldwide.
- Original content: Prime Video has produced several critically acclaimed original series and movies, such as: ▶ "The Grand Tour" ▶ "The Marvelous Mrs. Maisel" ▶ "Tom Clancy's Jack Ryan" ▶ "The Big Sick" ▶ "Manchester by the Sea" ▶ "The Boys".

# Prime Video



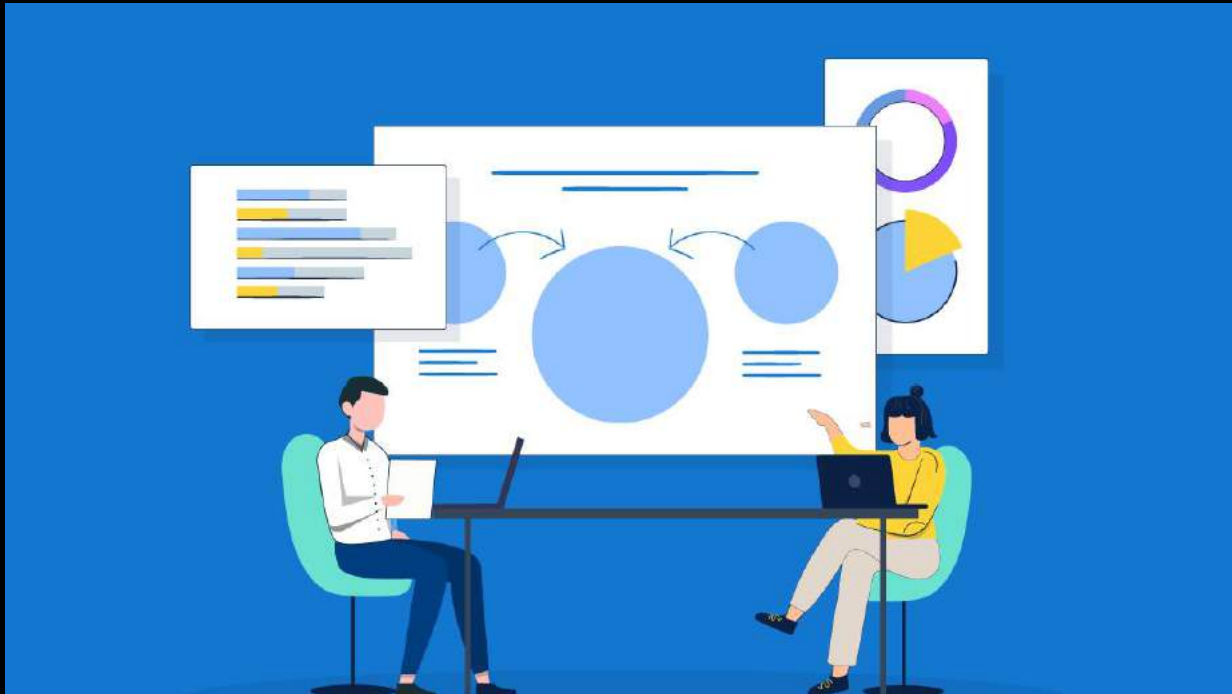
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# Detailed View

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## Your favorite channels all in one place

With Prime Video Channels, find shows and movies from your favorite channels all in one place. Enjoy with an add-on subscription to Channels of your choice

LIONSGATE  
PLAY

discovery+

BBC  
PLAYER

manorama

ho!cho!

CHAUPAL

# Revenue

- **Viewership:** Prime Video's viewership analysis reveals with a significant number of viewers falling within the 25-34 age group.



# Revenue

- **Subscription Renewal and Payment Method:**

Prime Video's subscription renewal status and payment method data indicate a high renewal rate.

### Choose a Prime plan

#### Prime

Get VIDEO + SHOPPING + MUSIC benefits

- ✓ Watch Prime Video on any five screens ad-free in 4K UHD (2160p)
- ✓ Get unlimited **FREE Same-Day and One-Day** delivery on Amazon
- ✓ Enjoy **ad-free music** on Amazon Music

☒ **₹1,499 / year**  
effectively ₹125 a month when paid annually  
[Join Prime annual](#)  
available with all electronic payment methods

☐ **₹299 / month**  
automatically renews monthly until canceled





# Overall Analysis

# Overall Analysis



- Library Size and Yearly Release:**

A comparison of Netflix and Prime Video's library size and yearly release indicates that Prime Video has a larger library and a higher yearly release count.



- Language Availability and IMDb Score:**

Both platforms offer a wide range of content in various languages, with Netflix having a more diverse language availability and a higher average IMDb score.

# Summary


- Netflix has a wide range language options and maintain a good average IMDb score but they lack in library size and yearly releases compared to Prime video



- Prime Video has a huge variety of movies but they lose some competition in maintaining average IMDb score with Netflix
- So adding titles needs some analyzing so to improve the average IMDb score and increase the viewership.

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# Thank You