

# **Project Description**

## **TEAM 12**

### **Team Members**

Aruni Saxena- 202418006

Paarth Patel - 202418045

Rishi Barapatre- 202418008

Chudasama Yashrajsinh - 202418012

**Project Title-:** OTT Platform Database Management System-“FRAMEFLUENCE”

### **Project Description**

The primary objective of our project is to design a comprehensive Database Management System (DBMS) for an Over-the-Top (OTT) platform like Netflix. Our system will manage user subscriptions, video content, viewing history, ratings, and recommendations.

Through this project we try to focus on creating a DBMS to support the functionality of a Netflix-like OTT platform.

### **Potential Users**

**1.) Users-:** Regular users who subscribe to the platform to watch content like movies, TV shows, and documentaries.

**2.) Administrators-:** Platform administrators responsible for managing user accounts, content, payments, and ensuring smooth operation of the platform.

**3.) Advertisers-:** Companies or individuals looking to advertise their products or services on the platform.

**4.) Producers-:** Monitor content performance and revenue streams.

**5.) Marketing Agencies:** Analyze audience data to optimize campaigns.

**6.) Content Stratgeist-:** They focus on organizing, structuring, and optimizing content.

### **Use Cases**

**Users:**

A user interacts with DBMS by browsing content, watching shows, and managing their profile, creating playlist while the system logs viewing history, preferences, and ratings.

**Administrators:**

Admins interact with the database for overall administration and attract potential customers for database.

**Advertisers:**

Advertisers access user demographics and behavioral data stored in the database to target ads effectively.

**Producers:**

Producers retrieve earnings from the database to track revenue from subscriptions or ad revenues linked to their content.

**Marketing Agencies:**

Access performance data (engagement, conversions) stored in the database to measure campaign success and make informed decision

**Content Strategists:**

Access content performance data (view counts, ratings, engagement) to inform content planning and optimization strategies.