Introduction

- As these platforms are coming up with new ways to standout among competitors by presenting original content, it is evident that more customers are being lost in deciding which platform would be suitable for their use.

- Moreover, most of the available recommendation systemsare focused on suggesting the content but not the platforms that hold and provide those contents.

- To ease the choice dilemma, our study aims to present a guideline for choosing the appropriate OTT platform thatfits one's personal preferences.

Problem Statement

Find the suitable OTT platform forme.

most of the available recommendation systemsare focused on suggesting the content but not the platforms that hold and provide those contents.To ease the choice dilemma, our study aims to present a guideline for choosing the appropriate OTT platform thatfits one's personal preferences.

Analyze and choose best service.

Implementation details

SOFTWARE REQUIREMENTS

- OPERATING SYSTEM : Windows 10
- SOFTWARE : Tableau
- TECHNIQUE: Data Analysis and Visualization by creatingdashboards.
- FRONTEND: HTML, CSS, BOOTSTRAP.
- WEB SERVER : TABLEAU PUBLIC

DATASETS:

In large, three groups of datasets we use for the study: contentlists for Netflix, Amazon Prime, and Disney+

1. Netflix Dataset
2. Amazon Prime Dataset
3. Disney+ dataset

1.Netflix:

The Netflix Content dataset consists of both TV shows andmovies that are available on Netflix as of 2019, with 7788 rows including the header and 12 columns. The columns include show_id, type, title, director, cast, country, date_added, release_year, rating, duration, listed_in, and description, but only type, title, release_year, rating, and duration were used.

2. Amazon Prime Video

The Amazon Prime Video dataset contains a total of 8128 rows and seven columns. The columns include title, language,IMDb rating, running time, year of release, maturity rating, and plot. In the end, we only used four out of those seven columns.

3.Disney+

The Disney+ dataset contains data on films and TV series thatare irrelevant to our study. It has a total of 992 rows and 19 columns including title, plot, type, director, and genre, but only imdb_id, title, type, released_at, and rated were used forour purpose.
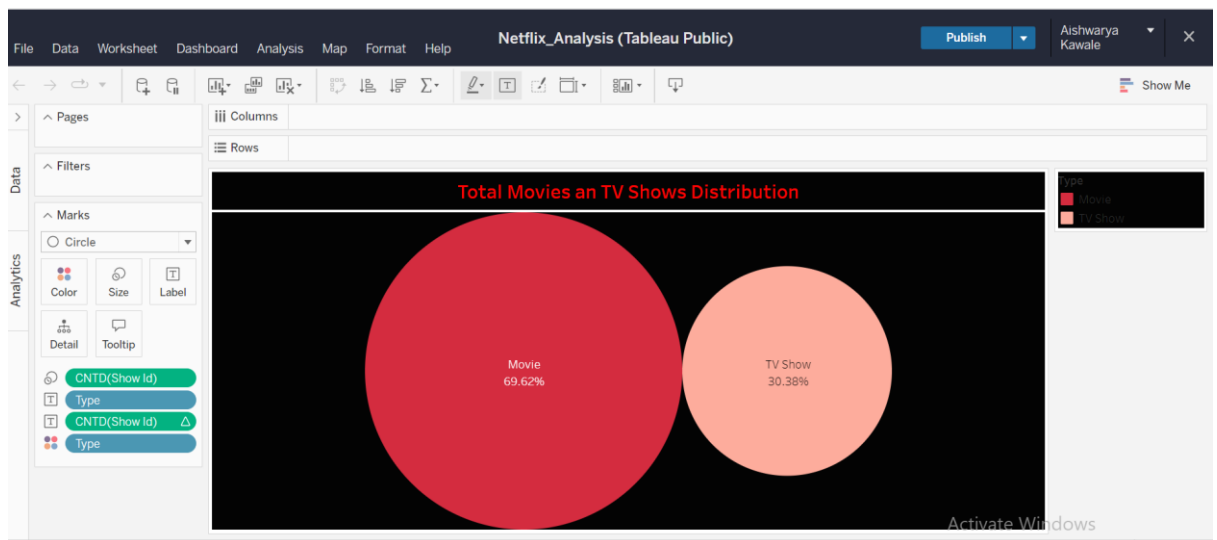
Netflix data Aanalysis:

Netflix data set:

Step 1 : Visualize data with different attribute
Visualization:

   1.   Movies and TV Shows Distribution

2. Total Movies and TV Shows by Country

3. Top 10 gener:

4. Total Movies and TV shows by years
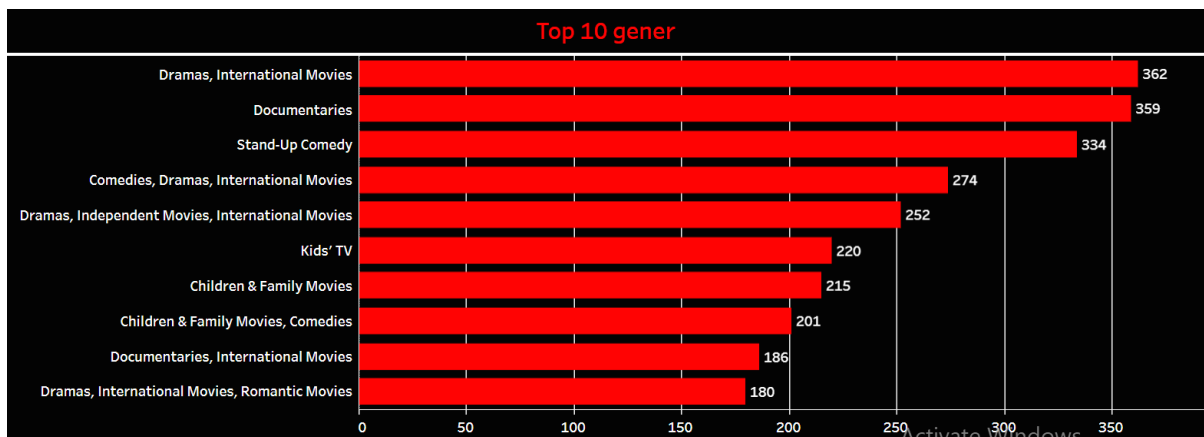
Total Movies and TV shows by years

5. Ratings

Ratings

Rating	Count
TV-MA	3,207
TV-14	2,160
TV-PG	863
R	799
PG-13	490
TV-Y7	334
TV-Y	307
PG	287
TV-G	220
NR	80
G	41
TV-Y7-FV	6
UR	3
NC-17	3
84 min	1
74 min	1
66 min	1
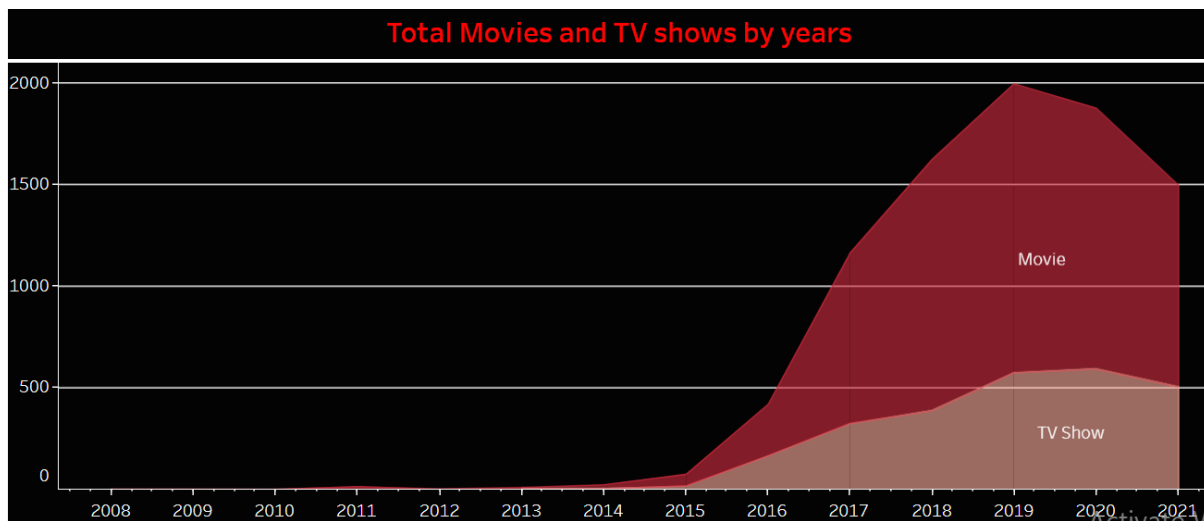
6. Description

Description

Yijuan and her mentally ill sister Kaiqi struggle to be happy in the face of misfortune, criminal intrigue, marital strife, an exorcism and a ghost.

Type
TV Show

Title
A House of Blocks

7. Date Added

8. Duration

9. Rating

10. Release Year

Release Year

2017

Type
TV Show

Title
A House of Blocks

11. Gener
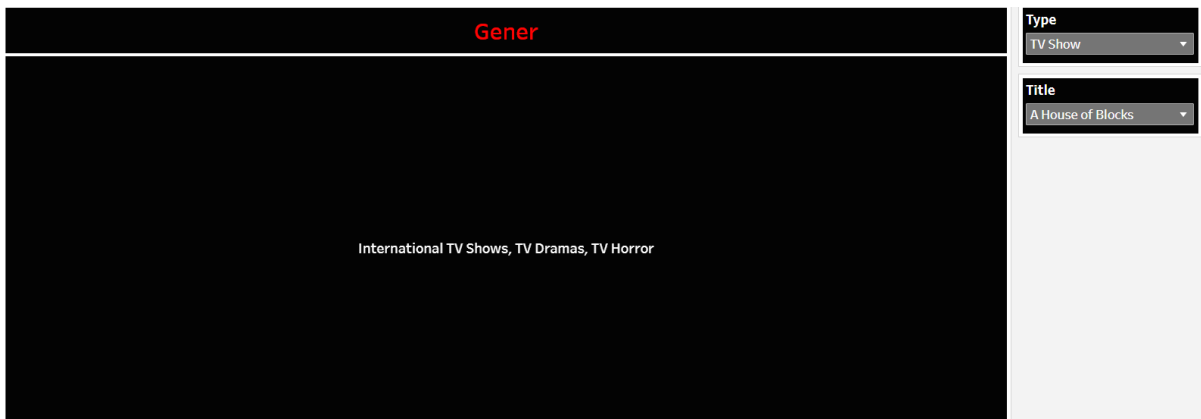
Gener

International TV Shows, TV Dramas, TV Horror

Type
TV Show

Title
A House of Blocks

Step 2: Apply filter to selected sheets
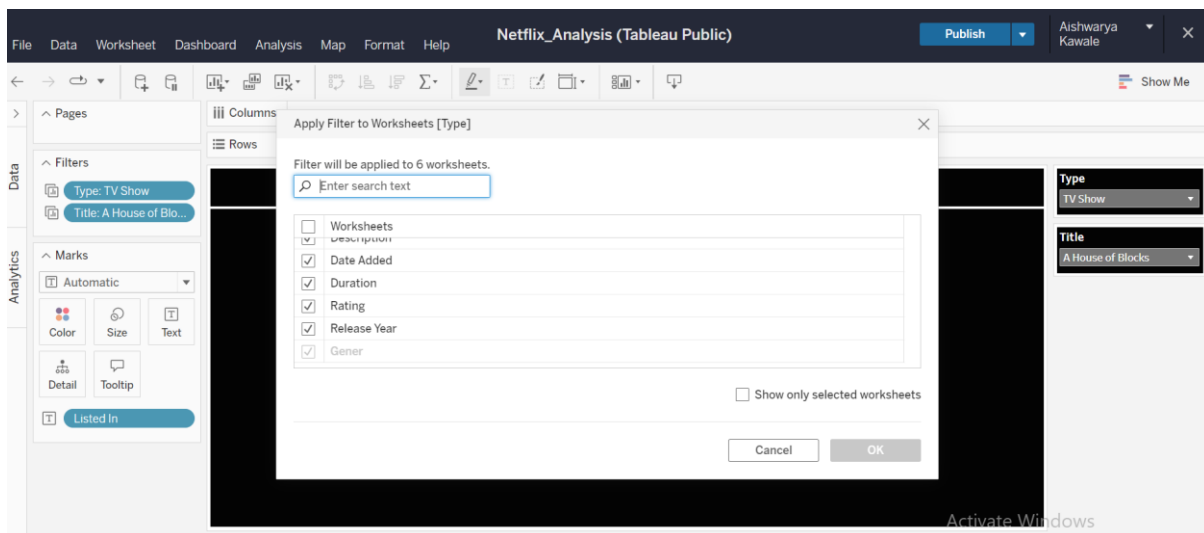
Step 3: Create Dashboard
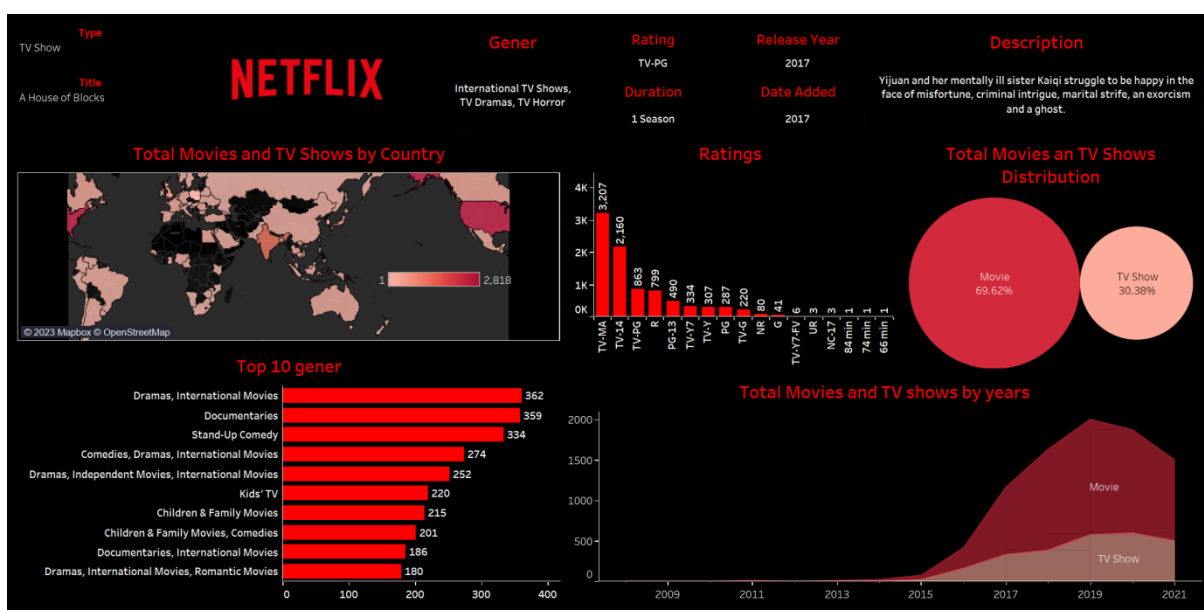
Amazon Data analysis:

Amazon data set:

Step 1 : Visualize data with different attribute

Visualization:

1. Total Movies and TV Shows by Years

2. Total Movies and TV Shows by Country

3. Top 10 Geners

Top 10 Geners

4. Movies and TV Shows Distribution

Movies and TV Shows Distribution

80.82% Movie 7,814	19.18% TV Show 1,854

5. Ratings

Ratings

6. Description

Description

Type
TV Show

Title
A Murderous Affair in H...

"A strange death of a beautiful coffee shop manager in skyscraper, involving multiple criminal suspect in the community: the property committee, agents, middle-class elites, novelist, white-collar worker...Showing good and evil in the building,and insinuate the urban world.

7. Duration

Duration

TV Show

A Murderous Affair in ...

1 Season

Activate Windows

8. Rating

Rating

Type
TV Show

Title
A Murderous Affair in H...

13+

Activate Windows

9. Release Year

10. Gener

Step 2: Apply filter to selected sheets

Step3: Create Dashboard

Amazon Prime Video Dashboard

Type	Gener	Rating	Release Year	Description
TV Show	Drama	13+	2020	"A strange death of a beautiful coffee shop manager in skyscraper, involving multiple criminal suspect in the community: the property committee, agents, middle-class ..
Title			**Duration**	
A Murderous Affair in Hor..			1 Season	

Total Movies and TV Shows by Country

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Ratings

Rating	Count
16+	2,117
18+	1,547
	1,243
PG-13	393
PG	253
	223
TV-14	169
TV-NR	93
TV-G	77
TV-Y	39
UNRATED	3
NC-17	3
AGES_16_	2
16	1

Movies and TV Shows Distribution

80.82% Movie 7,814

19.18% TV Show 1,854

Top 10 Geners

Gener	Count
Drama	986
Comedy	536
Drama, Suspense	399
Comedy, Drama	377
Animation, Kids	356
Documentary	350
Kids	334
Action, Drama	297
Documentary, Special Interest	296
TV Shows	263

Total Movies and TV Shows by Years

TV Show 2021

Movie 2021

Disney + Hotstar Data analysis:
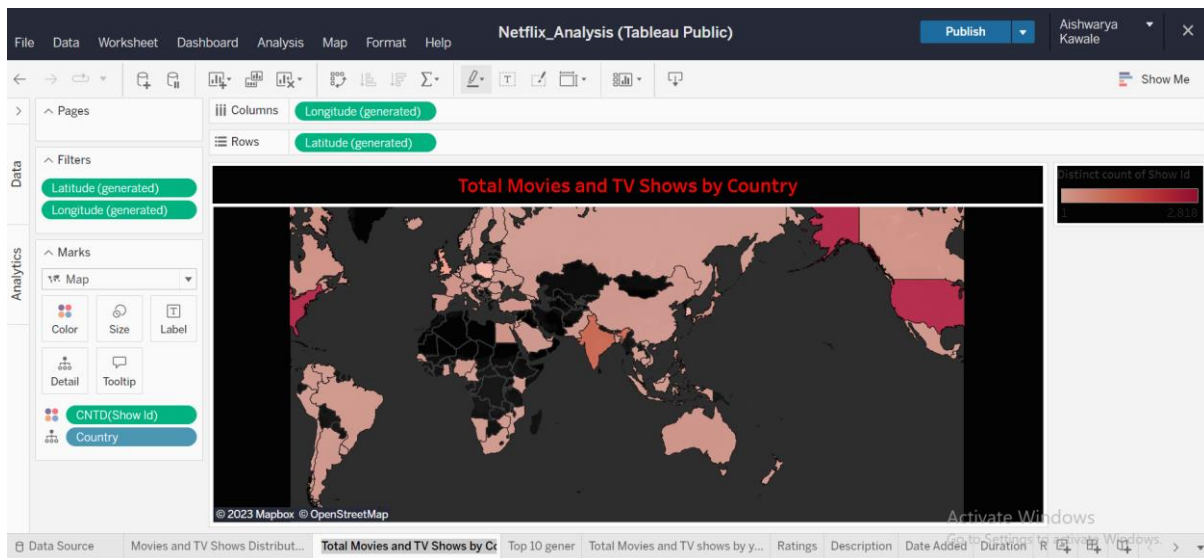
Disney + Hotstar data set:

Step 1 : Visualize data with different attribute

Visualization:

1. Total Movies and TV Shows by Years

2. Total Movies and TV Shows by Country
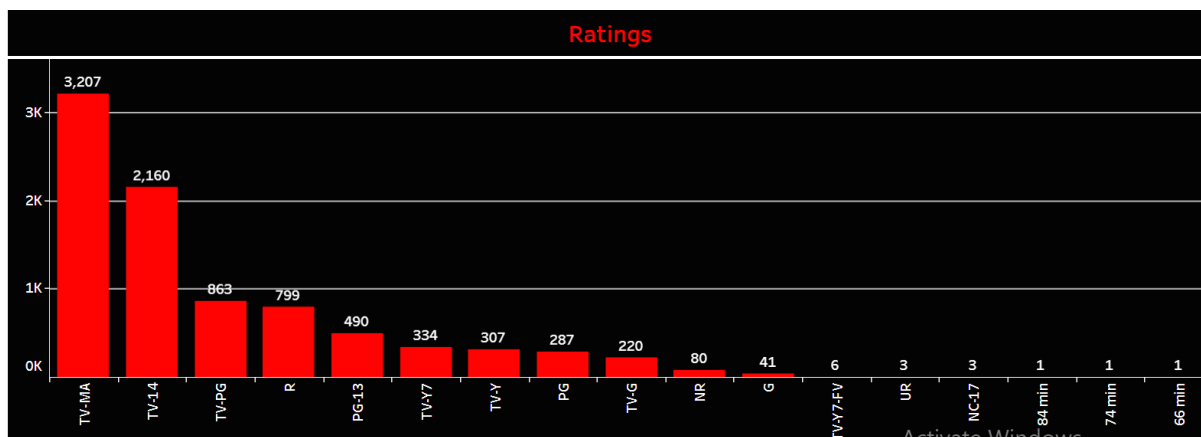

3. Top 10 Geners

Top 10 Geners

4. Movies and TV Shows Distribution

Movies and TV Shows Distribution

72.55%
Movie
1,052

27.45%
TV Show
398

5. Ratings

Ratings

6. Description

Description

Conservation heroes rescue and rehabilitate the wild animals of America's last frontier.

7. Duration

Duration

2 Seasons

8. Rating

Rating

TV-PG

9. Release Year

10. Gener

Step 2: Apply filter to selected sheets

Step3: Create Dashboard

Disney+ hotstar

Type	Gener	Duration	Date Added	Description
TV Show		2 Seasons	2021	Conservation heroes rescue and rehabilitate the wild animals of America's last frontier.
Title	Animals & Nature,	Rating	Release Year	
Alaska Animal Rescue	Docuseries, Family	TV-PG	2019	

Total Movies and TV Shows by Country

© 2023 Mapbox © OpenStreetMap

Ratings

- TV-G: 318
- TV-PG: 301
- G: 253
- PG: 236
- TV-Y7: 131
- TV-14: 79
- PG-13: 66
- TV-Y: 50
- TV-Y7-FV: 13

Movies and TV Shows Distribution

- 72.55% Movie 1,052
- 27.45% TV Show 398

Top 10 Geners

- Animation, Comedy, Family: 124
- Action-Adventure, Animation, Comedy: 77
- Action-Adventure, Animation, Kids: 45
- Animals & Nature, Documentary, Family: 40
- Action-Adventure, Animation, Family: 40
- Animals & Nature, Docuseries, Family: 39
- Animals & Nature, Documentary: 35
- Animation, Family, Fantasy: 31
- Action-Adventure, Comedy, Family: 28
- Animation, Family: 26

Total Movies and TV Shows by Years

Movie

2019 — 2020 — 2021

CREATE TABLEU PUBLIC ACCOUNT AND EXPORT DASHBOARDS:

CREATE FRONTEND FOR YOUR VISUALIZATION:

Netflix analysis page:

Amazon analysis page:

Disney Analysis page:

Index code:

```html
<!DOCTYPE html>
<html>

<head>
    <meta charset="utf-8">
    <title>BestOTT</title>

    <!-- font style-->
    <link
href="https://fonts.googleapis.com/css2?family=Montserrat&family=Ubuntu&display=swap
" rel="stylesheet">
    <link href="https://cdn.jsdelivr.net/npm/bootstrap@5.3.0-
alpha1/dist/css/bootstrap.min.css" rel="stylesheet"
        integrity="sha384-
GLhlTQ8iRABdZLl6O3oVMWSktQOp6b7In1Zl3/Jr59b6EGGoI1aFkw7cmDA6j6gD"
crossorigin="anonymous">

    <!-- BOOTSRAP LINK-->
    <script src="https://cdn.jsdelivr.net/npm/bootstrap@5.3.0-
alpha1/dist/js/bootstrap.bundle.min.js"
        integrity="sha384-
w76AqPfDkMBDXo30jS1Sgez6pr3x5MlQ1ZAGC+nuZB+EYdgRZgiwxhTBTkF7CXvN"
        crossorigin="anonymous"></script>
    <!-- font Awesome-->
    <script src="https://example.com/fontawesome/v6.2.1/js/fontawesome.js" data-
auto-replace-svg="nest"></script>
    <script src="https://example.com/fontawesome/v6.2.1/js/solid.js"></script>
    <script src="https://example.com/fontawesome/v6.2.1/js/brands.js"></script>

    <script src="https://use.fontawesome.com/releases/v6.2.1/js/all.js" data-auto-
replace-svg="nest"></script>

    <link rel="stylesheet" href="css/styles.css">
</head>

<body>

<section id="title">
```

```html
    <!-- Nav Bar -->
    <div class="container-fluid">
        <nav class="navbar navbar-expand-lg navbar-dark">
            <a class="navbar-brand" href="">BestOTT</a>
            <button class="navbar-toggler" type="button" data-toggle="collapse"
data-target="#navbarSupportedContent"
                    aria-controls="navbarSupportedContent" aria-expanded="false"
aria-label="Toggle navigation">
                <span class="navbar-toggler-icon"></span>
            </button>
            <div class="collapse navbar-collapse" id="navbarSupportedContent">

                <ul class="navbar-nav ml-auto">
                    <li class="nav-item">
                        <a class="nav-link" href="#testimonials">Explore</a>
                    </li>
                    <li class="nav-item">
                        <a class="nav-link" href="#pricing">About us</a>
                    </li>
                </ul>

            </div>
        </nav>
        </nav>


        <!-- Title -->

        <div class="row">

            <div class="col-lg-6">
                <h1>Find Best OTT Platform for You.</h1>
                <a href="#pricing">
                    <button type="button" class="btn btn-dark btn-lg download-
button"><i
                            class="fa-solid fa-pen-to-square"></i>
                        Analyse
                    </button>
                </a>
                <a href="#testimonials">
                    <button type="button" class="btn btn-outline-light btn-lg
download-button"><i
                            class="fa-solid fa-tv"></i> Explore
                    </button>
                </a>
            </div>


            <div class="col-lg-6">
                <img class="title-image" src="images/OTT.png" alt="iphone-mockup">
            </div>
        </div>
    </div>
</section>


<!-- Features -->

<section id="features">
    <div class="row">
        <div class="feature-box col-lg-4">
            <img class="icon" src="images/n.png" alt="iphone-mockup">
            <!-- <i class="icon fa-solid fa-heart fa-4x"></i>-->
            <h3>Netflix</h3>
```
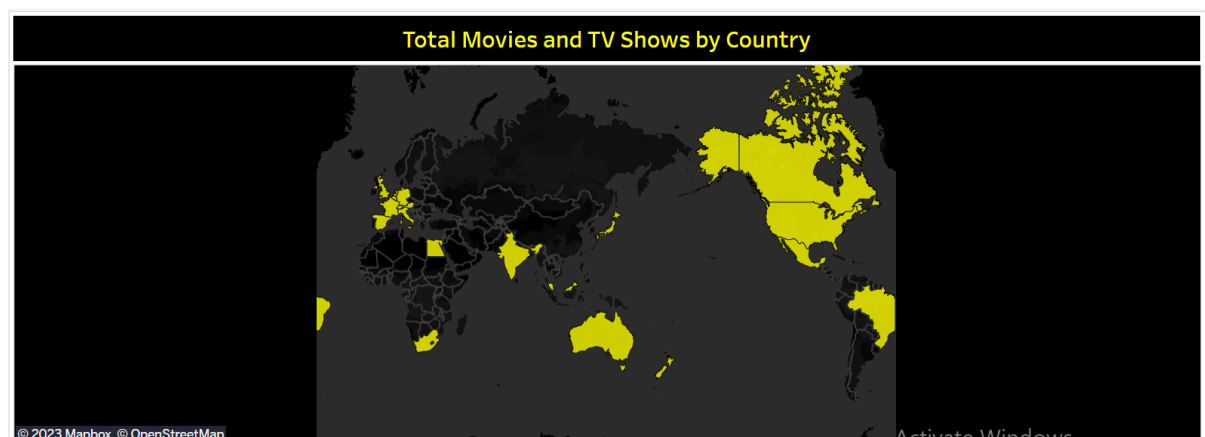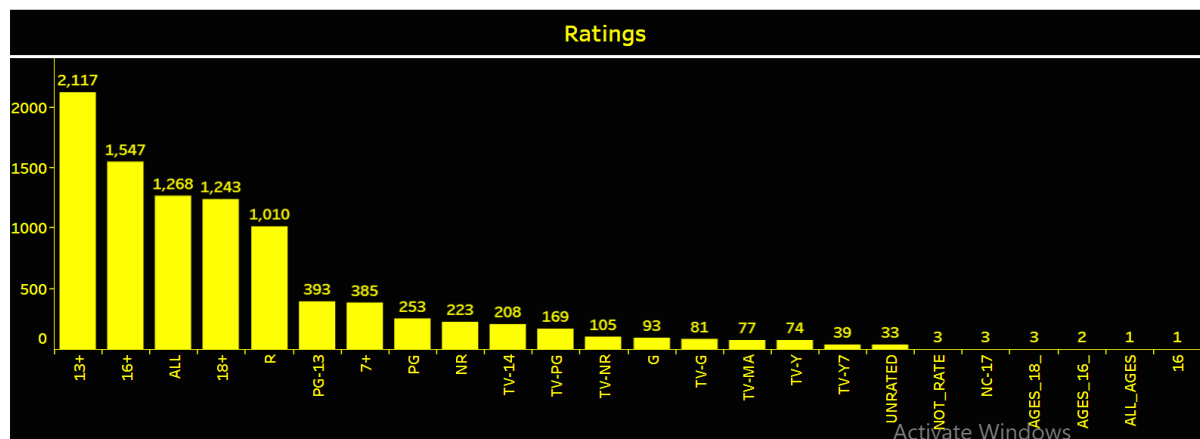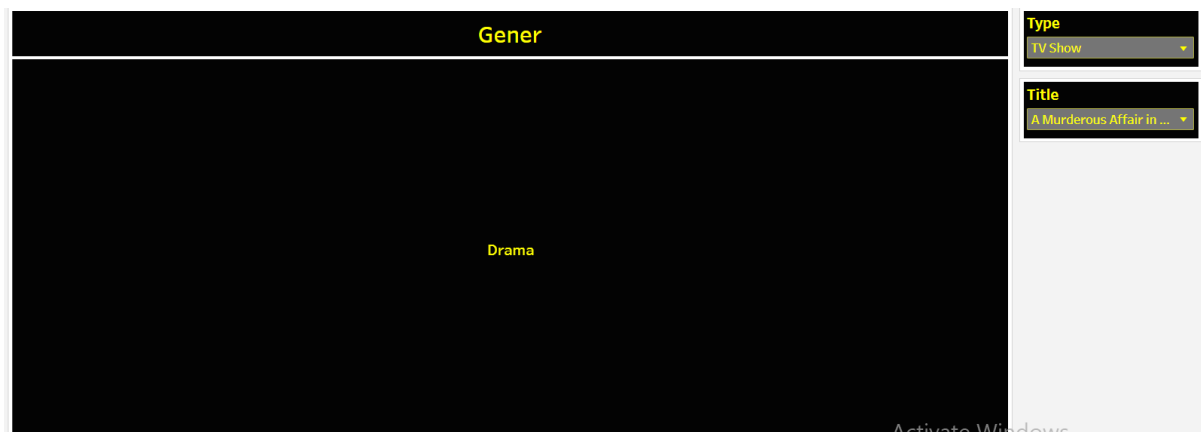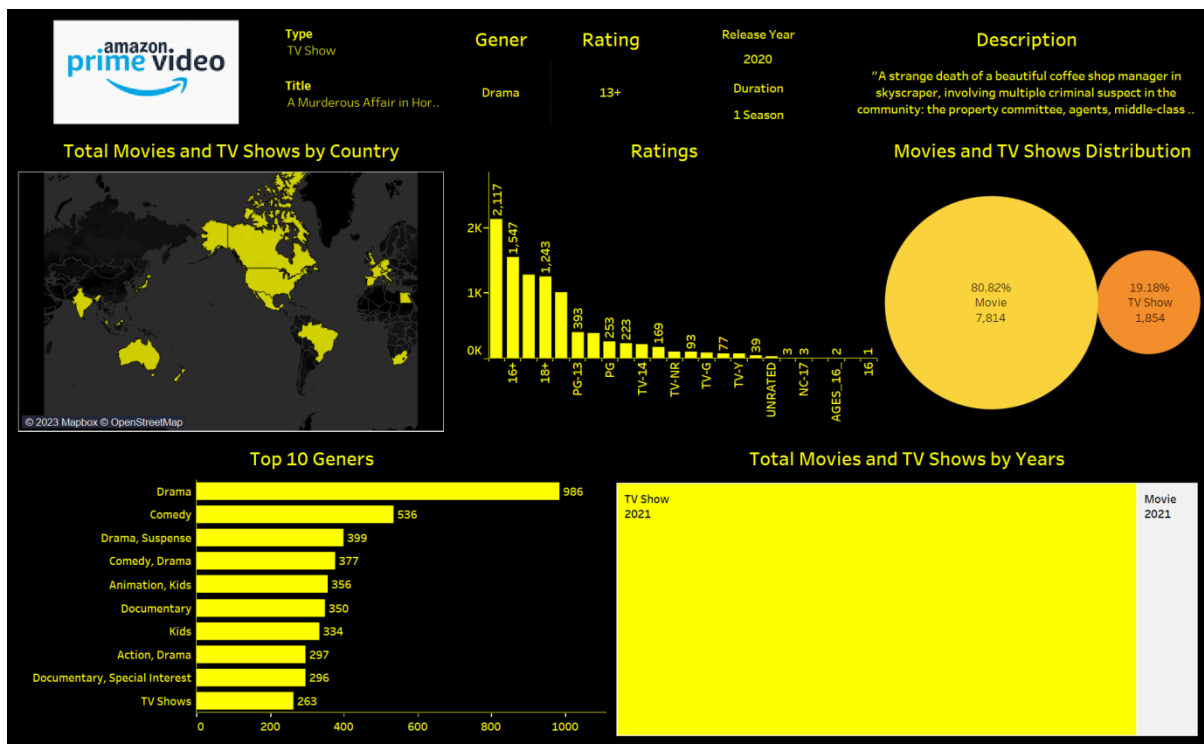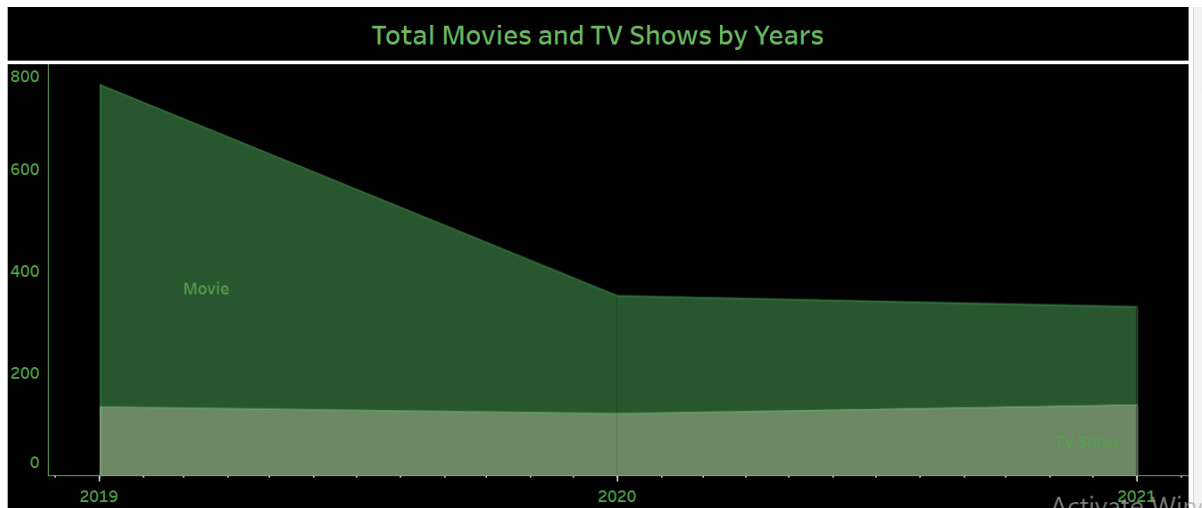
```html
            <!--<p>So easy to use, even your dog could do it.</p>-->
        </div>
        <div class="feature-box col-lg-4">
            <img class="icon" src="images/d.png" alt="iphone-mockup">
            <!--<i class="icon fa-solid fa-bullseye fa-4x"></i>-->
            <h3>Disney + Hotstar</h3>
            <!-- <p>We have all the dogs, the greatest dogs.</p>-->
        </div>
        <div class="feature-box col-lg-4">
            <img class="icon" src="images/a.png" alt="iphone-mockup">
            <!--<i class="icon fa-solid fa-circle-check fa-4x"></i>-->
            <h3>Amazon Prime Video</h3>
            <!-- <p>Find the love of your dog's life or your money back.</p>-->
        </div>
    </div>
</section>


<!-- Testimonials -->

<section id="testimonials">

    <div id="carouselExampleControls" class="carousel slide" data-bs-ride="false">
        <div class="carousel-inner">
            <div class="carousel-item active">
                <a href="https://www.netflix.com/in/" target="_blank"><img
src="netflix-gif.gif" alt="Computer man"

style="width:500px;height:200px;"></a>
                <h4>Netflix is a streaming service that offers a wide variety of
award-winning TV shows, movies, anime,
                    documentaries and more - on thousands of internet-connected
devices.

                    You can watch as much as you want, whenever you want, without a
single ad - all for one low monthly
                    price. There's always something new to discover, and new TV
shows and movies are added every
                    week!</h4>
            </div>
            <div class="carousel-item">
                <a href="https://www.hotstar.com/in" target="_blank"><img
src="Disney-gif.gif" alt="Computer man"

style="width:500px;height:200px;"></a>
                <h4>Disney+ Hotstar (also known as Hotstar) is an Indian
subscription video on-demand over-the-top
                    streaming service owned by
                    Novi Digital Entertainment of Disney Star and operated by Disney
Entertainment,
                    both divisions of The Walt Disney Company,
                    featuring domestic Indian film, television and sport content for
India itself and its worldwide
                    diaspora.
                    It also includes imported content and serves Southeast Asia as
well.</h4>
            </div>
            <div class="carousel-item">
                <a
href="https://www.primevideo.com/?ref_=dvm_pds_amz_in_as_s_gm_28_mkw_sRNz3EDtN-
dc&mrntrk=pcrid_610141119783_slid__pgrid_84577172528_pgeo_9152165_x__adext__ptid_kwd
-308511887188&gclid=Cj0KCQjww4-
hBhCtARIsAC9gR3avovHow98yhL89EKRjFxKDfo0tL791QscxM3euFHuCiN_gAV3z-wsaAiupEALw_wcB"
                    target="_blank">
                    <img src="amazon-gif.gif" alt="Computer man"
```
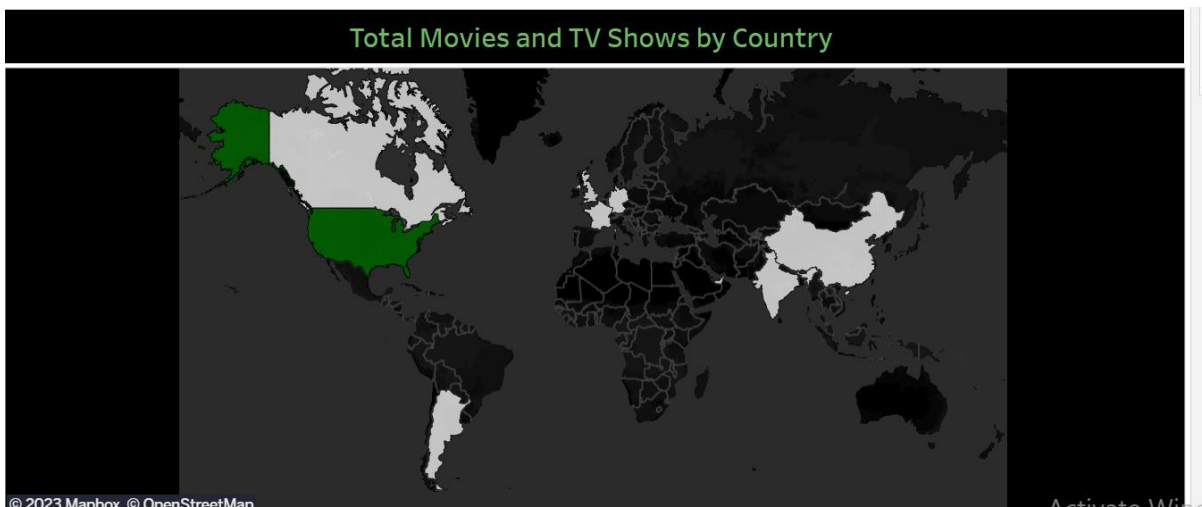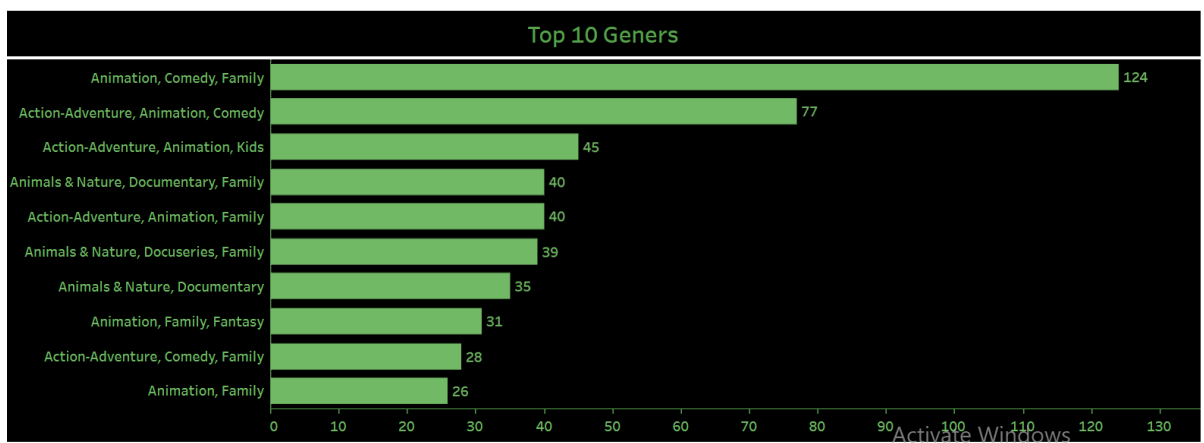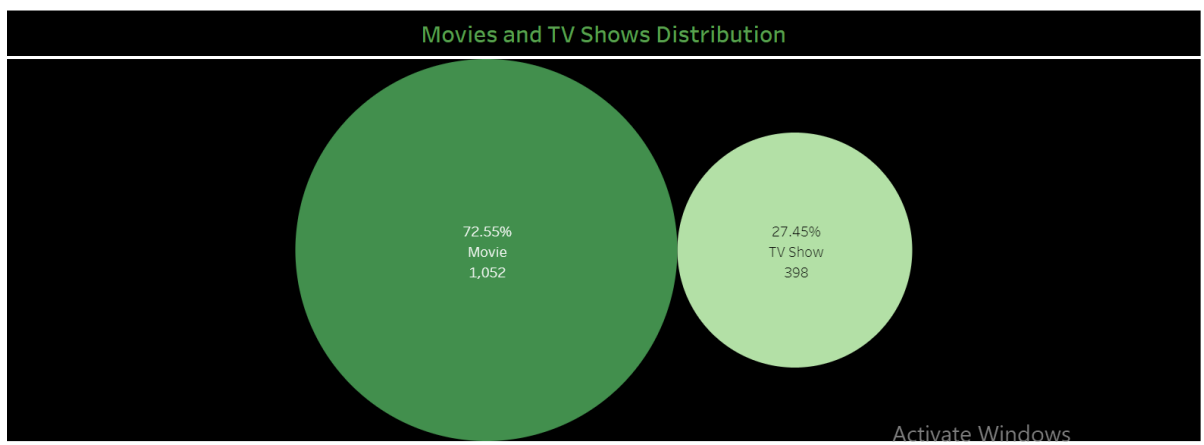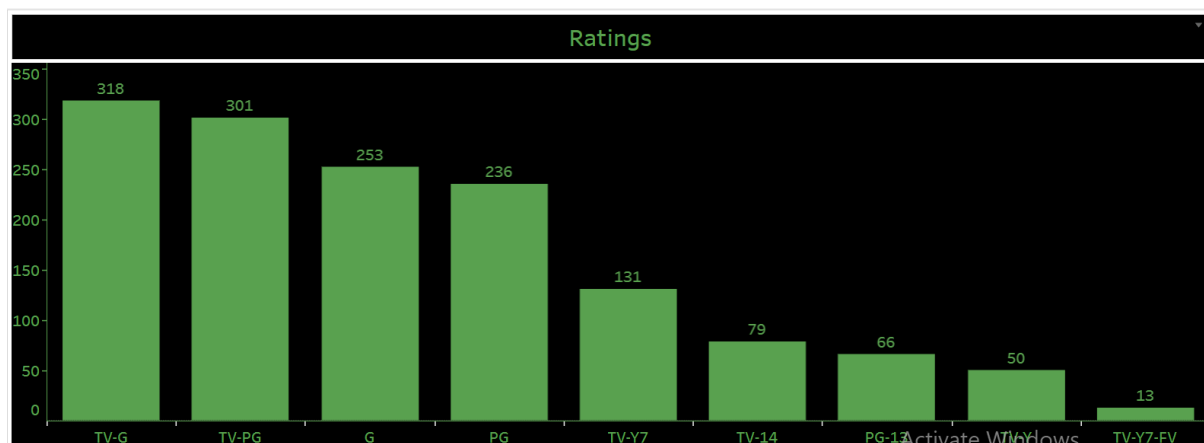
29

```html
                    style="width:500px;height:200px;">
                    </a>
                    <h4>Amazon Prime Video, also known simply as Prime Video, is an
American subscription video on-demand
                        over-the-top streaming
                        and rental service of Amazon offered as a standalone service or
as part of Amazon's Prime
                        subscription.
                        The service primarily distributes films and television series
produced by Amazon Studios and MGM
                        Holdings or licensed to Amazon,
                        as Amazon Originals, with the service also hosting content from
other providers,
                        content add-ons, live sporting events, and video rental and
purchasing services.</h4>
                </div>
            </div>
            <button class="carousel-control-prev" type="button" data-bs-
target="#carouselExampleControls"
                    data-bs-slide="prev">
                <span class="carousel-control-prev-icon"></span>

            </button>
            <button class="carousel-control-next" type="button" data-bs-
target="#carouselExampleControls"
                    data-bs-slide="next">
                <span class="carousel-control-next-icon"></span>

            </button>
        </div>


</section>


<!-- Press -->


<!-- Pricing -->

<section id="analyse">

    <h2>Let's Analyse and Choose best service for you!</h2>
    <p></p>
    <div class="row">
        <div class="analyse-column col-lg-4 col-md-6">
            <div class="card border-danger mb-5">
                <div class="card-header">
                    <h3>Netflix</h3>
                </div>
                <div class="card-body">
                    <img class="icon" src="images/Netflix Dashboard_img.png"
alt="iphone-mockup">
                    <a href="Netflix.html">
                        <button class="btn btn-outline-danger"
type="button">Analyse</button>
                    </a>

                </div>
            </div>
        </div>
        <div class="analyse-column col-lg-4 col-md-6">
            <div class="card border-success mb-5">
                <div class="card-header text-success">
                    <h3>Disney + Hotstar</h3>
```
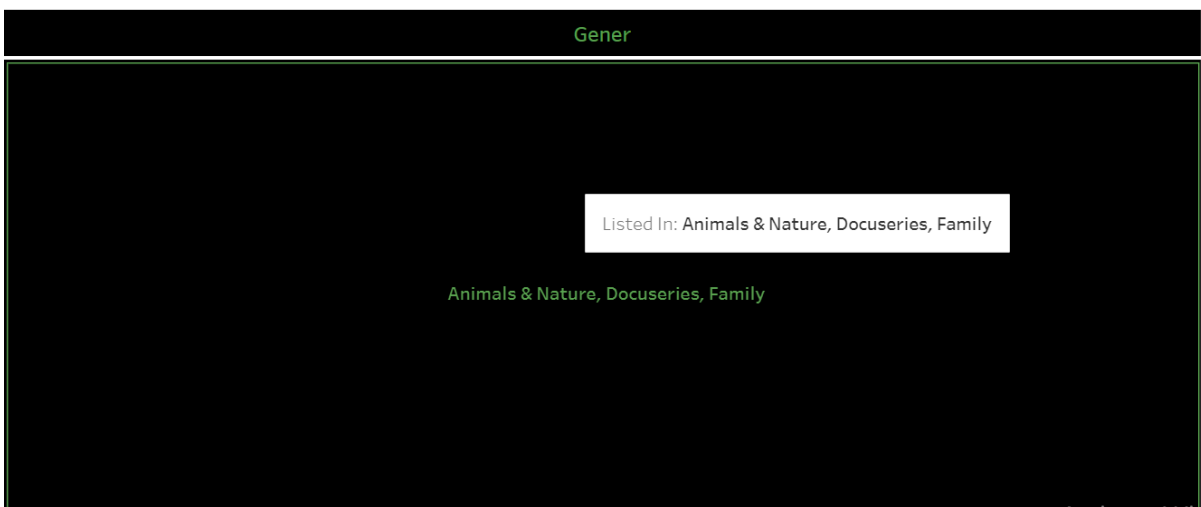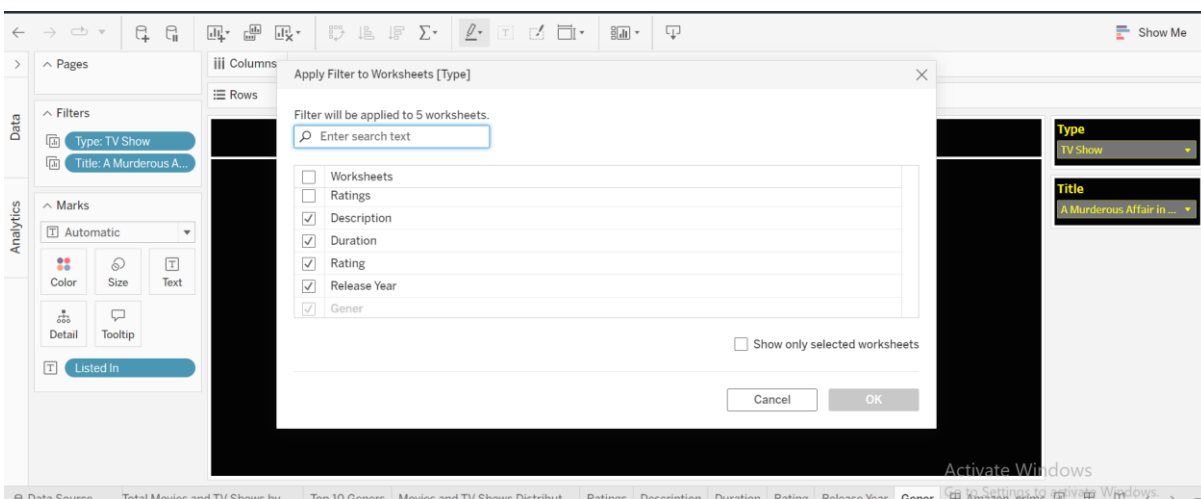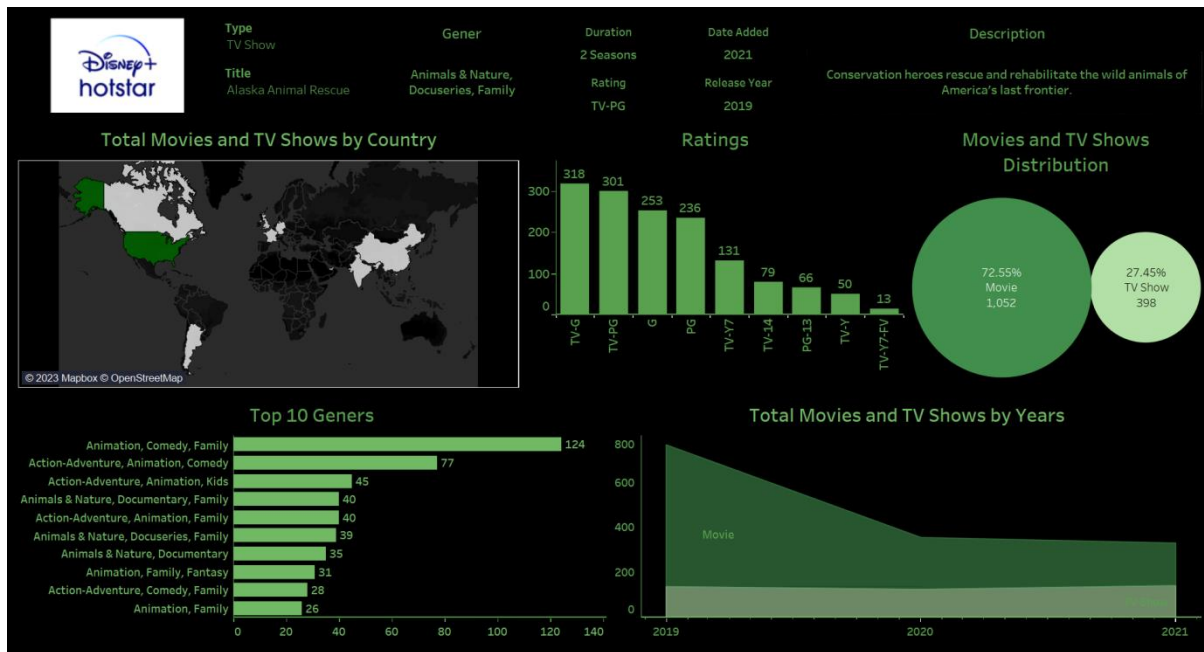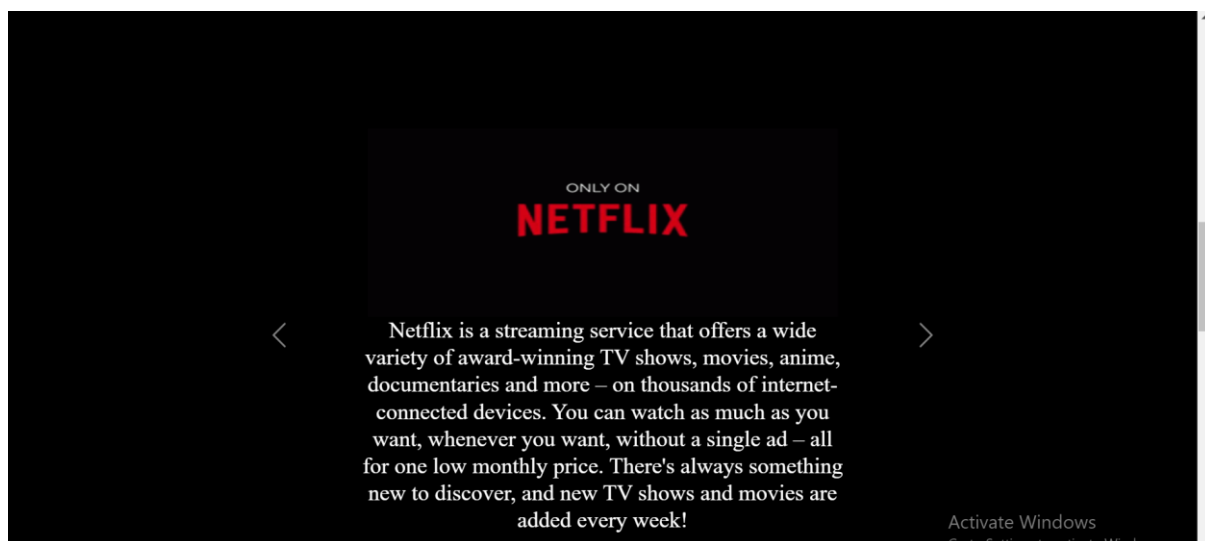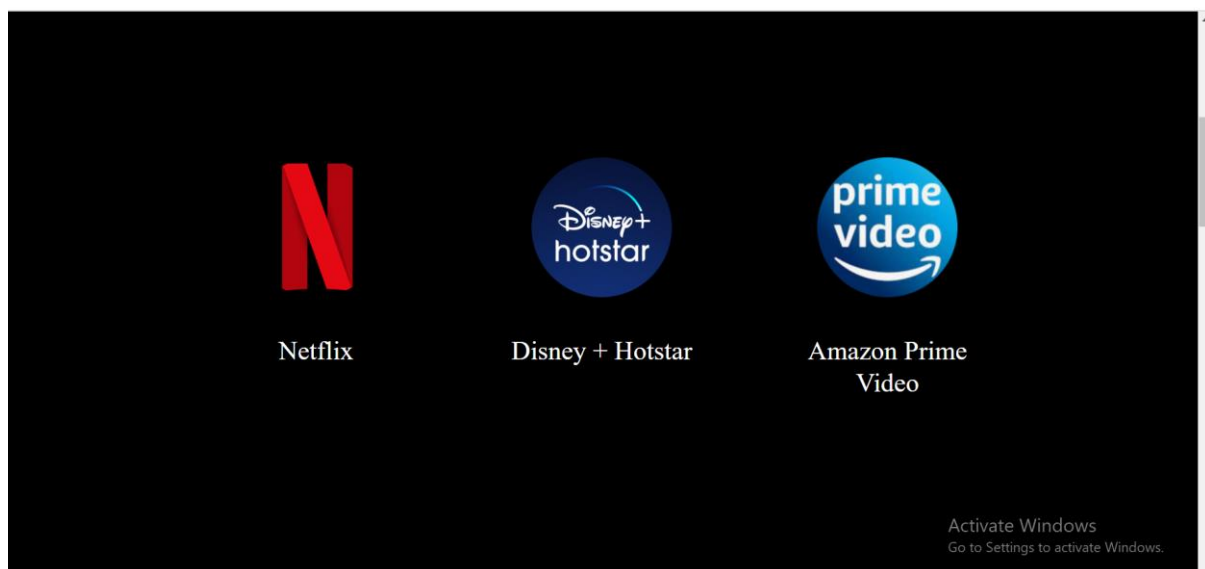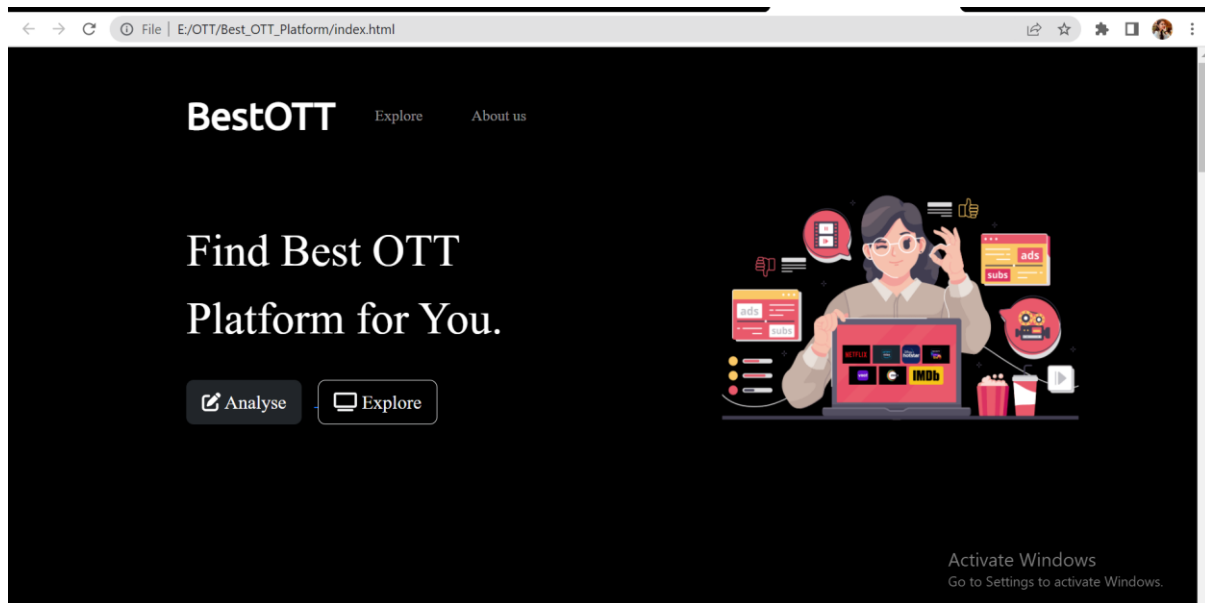
```html
                    </div>
                    <div class="card-body">
                        <img class="icon" src="images/Disney_Plus_Hotstar_Dashboard.png"
alt="iphone-mockup">
                        <a href="Disney.html">
                            <button class="btn btn-outline-success"
type="button">Analyse</button>
                        </a>
                    </div>
                </div>
            </div>

            <div class="analyse-column col-lg-4 col-md-6">
                <div class="card border-warning mb-5">
                    <div class="card-header">
                        <h3>Amazon Prime Video</h3>
                    </div>
                    <div class="card-body">
                        <img class="icon" src="images/Amazon_prime_Dashboard.png"
alt="iphone-mockup">
                        <a href="Amazon.html">
                            <button class="btn btn-outline-warning"
type="button">Analyse</button>
                        </a>
                    </div>
                </div>
            </div>
        </div>

</section>


<!-- Call to Action -->


<!-- Footer -->


<footer id="footer">

    <i class="social-icons fa-brands fa-facebook"></i>
    <i class="social-icons fa-brands fa-instagram"></i>
    <i class="social-icons fa-brands fa-twitter"></i>
    <i class="social-icons fa-brands fa-linkedin"></i>

    <p>© Copyright BestOTT</p>

</footer>


</body>

</html>
```
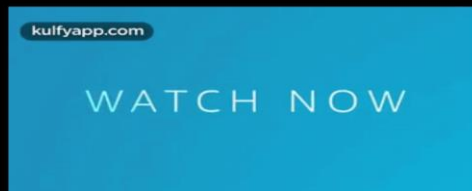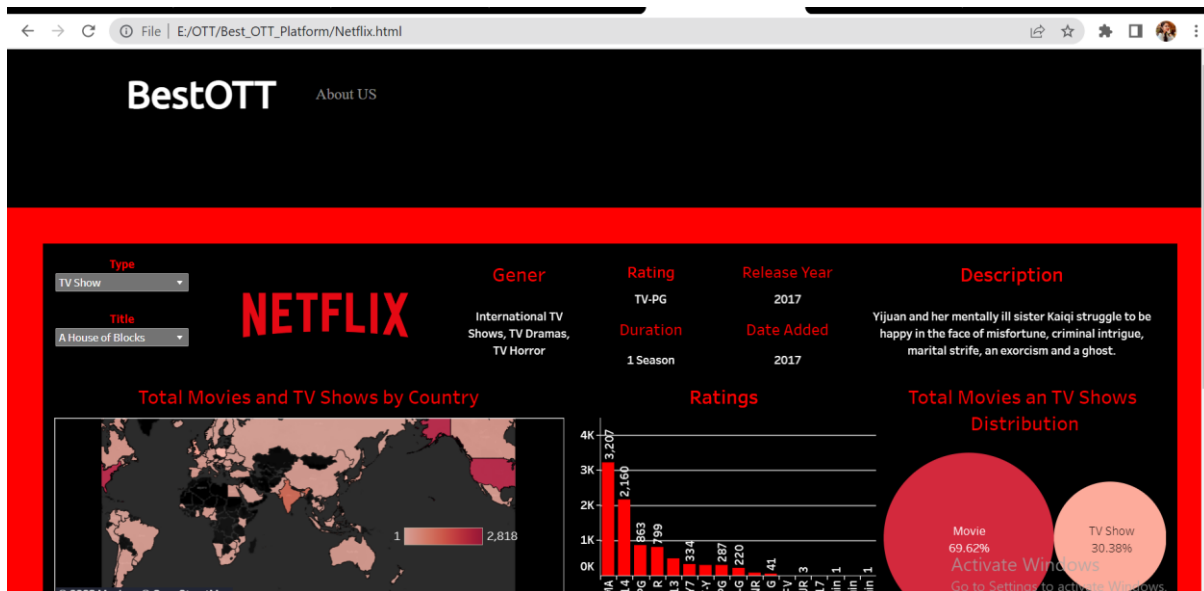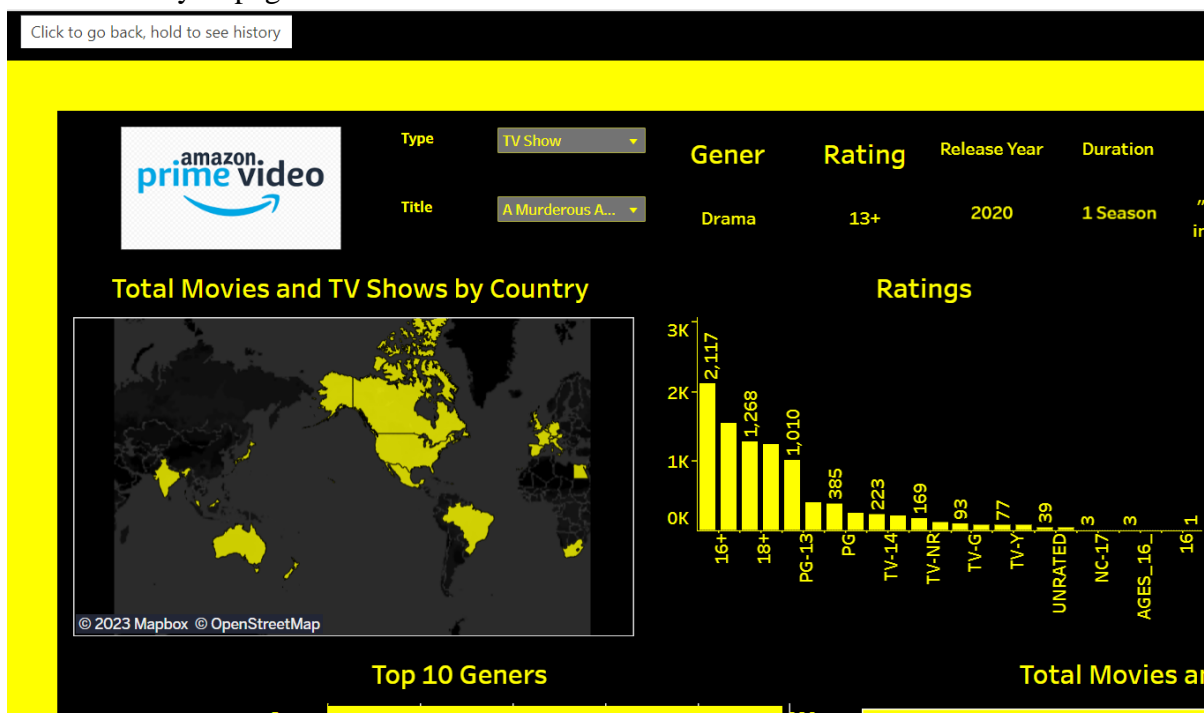
Netflix.html:

```html
<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="utf-8">
    <title>BestOTT</title>

    <!--  font style-->
```

```html
    <link
href="https://fonts.googleapis.com/css2?family=Montserrat&family=Ubuntu&display=swap
" rel="stylesheet">
    <link href="https://cdn.jsdelivr.net/npm/bootstrap@5.3.0-
alpha1/dist/css/bootstrap.min.css" rel="stylesheet"
          integrity="sha384-
GLhlTQ8iRABdZLl6O3oVMWSktQOp6b7In1Zl3/Jr59b6EGGoI1aFkw7cmDA6j6gD"
crossorigin="anonymous">

    <!-- BOOTSRAP LINK-->
    <script src="https://cdn.jsdelivr.net/npm/bootstrap@5.3.0-
alpha1/dist/js/bootstrap.bundle.min.js"
          integrity="sha384-
w76AqPfDkMBDXo30jS1Sgez6pr3x5MlQ1ZAGC+nuZB+EYdgRZgiwxhTBTkF7CXvN"
          crossorigin="anonymous"></script>
    <!-- font Awesome-->
    <script src="https://example.com/fontawesome/v6.2.1/js/fontawesome.js" data-
auto-replace-svg="nest"></script>
    <script src="https://example.com/fontawesome/v6.2.1/js/solid.js"></script>
    <script src="https://example.com/fontawesome/v6.2.1/js/brands.js"></script>

    <script src="https://use.fontawesome.com/releases/v6.2.1/js/all.js" data-auto-
replace-svg="nest"></script>

    <link rel="stylesheet" href="css/styles.css">
</head>

<body>

<section id="title">

    <!-- Nav Bar -->
    <div class="container-ott">
        <nav class="navbar navbar-expand-lg navbar-dark">
            <a href="index.html" class="navbar-brand" href="">BestOTT</a>
            <button class="navbar-toggler" type="button" data-toggle="collapse"
data-target="#navbarSupportedContent"
                    aria-controls="navbarSupportedContent" aria-expanded="false"
aria-label="Toggle navigation">
                <span class="navbar-toggler-icon"></span>
            </button>
            <div class="collapse navbar-collapse" id="navbarSupportedContent">
                <ul class="navbar-nav ml-auto">
                    <li class="nav-item">
                        <a class="nav-link" href="#footer">About US</a>
                    </li>
                    </li>
                </ul>
            </div>
        </nav>
        </nav>

        <!-- Title -->
    </div>
</section>
<section id="Netflix">

<div class='tableauPlaceholder' id='viz1679563879899' style='position: relative'>
    <noscript><a href='#'><img alt='Netflix Dashboard '
src='https://public.tableau.com/static/images/Ne/Netflix_Ana
lysis_16795061824260/NetflixDashboard/1_rss.png'
                            style='border: none'/></a></noscript>
    <object class='tableauViz' style='display:none;'>
        <param name='host_url' value='https%3A%2F%2Fpublic.tableau.com%2F'/>
```

```
        <param name='embed_code_version' value='3'/>
        <param name='site_root' value=''/>
        <param name='name'
value='Netflix_Analysis_16795061824260&#47;NetflixDashboard'/>
        <param name='tabs' value='no'/>
        <param name='toolbar' value='yes'/>
        <param name='static_image'
value='https:&#47;&#47;public.tableau.com&#47;static&#47;images&#47;Ne&#47;Netflix_A
nalysis_16795061824260&#47;NetflixDashboard&#47;1.png'/>
        <param name='animate_transition' value='yes'/>
        <param name='display_static_image' value='yes'/>
        <param name='display_spinner' value='yes'/>
        <param name='display_overlay' value='yes'/>
        <param name='display_count' value='yes'/>
        <param name='language' value='en-US'/>
    </object>
</div>

<script type='text/javascript'>
                    var divElement =
document.getElementById('viz1679563879899');                      var vizElement =
divElement.getElementsByTagName('object')[0];                   if (
divElement.offsetWidth > 800 ) {
vizElement.style.width='1400px';vizElement.style.height='727px';} else if (
divElement.offsetWidth > 500 ) {
vizElement.style.width='1400px';vizElement.style.height='727px';} else {
vizElement.style.width='100%';vizElement.style.height='2227px';}
var scriptElement = document.createElement('script');
scriptElement.src = 'https://public.tableau.com/javascripts/api/viz_v1.js';
vizElement.parentNode.insertBefore(scriptElement, vizElement);
</script>
</div>
    </section>
</body>
</html>
```

Amazon.html:

```
<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="utf-8">
    <title>BestOTT</title>

    <!-- font style-->
    <link
href="https://fonts.googleapis.com/css2?family=Montserrat&family=Ubuntu&display=swap
" rel="stylesheet">
    <link href="https://cdn.jsdelivr.net/npm/bootstrap@5.3.0-
alpha1/dist/css/bootstrap.min.css" rel="stylesheet"
        integrity="sha384-
GLhlTQ8iRABdZLl6O3oVMWSktQOp6b7In1Zl3/Jr59b6EGGoI1aFkw7cmDA6j6gD"
crossorigin="anonymous">

    <!-- BOOTSRAP LINK-->
    <script src="https://cdn.jsdelivr.net/npm/bootstrap@5.3.0-
alpha1/dist/js/bootstrap.bundle.min.js"
        integrity="sha384-
w76AqPfDkMBDXo30jS1Sgez6pr3x5MlQ1ZAGC+nuZB+EYdgRZgiwxhTBTkF7CXvN"
        crossorigin="anonymous"></script>
    <!-- font Awesome-->
    <script src="https://example.com/fontawesome/v6.2.1/js/fontawesome.js" data-
auto-replace-svg="nest"></script>
```

```html
    <script src="https://example.com/fontawesome/v6.2.1/js/solid.js"></script>
    <script src="https://example.com/fontawesome/v6.2.1/js/brands.js"></script>

    <script src="https://use.fontawesome.com/releases/v6.2.1/js/all.js" data-auto-
replace-svg="nest"></script>

    <link rel="stylesheet" href="css/styles.css">
</head>

<body>

<section id="title">


    <!-- Nav Bar -->
    <div class="container-ott">
        <nav class="navbar navbar-expand-lg navbar-dark">
            <a href="index.html" class="ott-brand" href="">BestOTT</a>
            <button class="navbar-toggler" type="button" data-toggle="collapse"
data-target="#navbarSupportedContent"
                    aria-controls="navbarSupportedContent" aria-expanded="false"
aria-label="Toggle navigation">
                <span class="navbar-toggler-icon"></span>
            </button>
            <div class="collapse navbar-collapse" id="navbarSupportedContent">
                <ul class="navbar-nav ml-auto">
                    <li class="nav-item">
                        <a class="nav-link" href="#footer">About Us</a>
                    </li>

                </ul>
            </div>
        </nav>
        </nav>


        <!-- Title -->
    </div>
</section>
<section id="Amazon">

<div class='tableauPlaceholder' id='viz1680103552872' style='position: relative'>
    <noscript><a href='#'><img alt='Amazon_prime '
src='https://public.tableau.com/static/images/Am/Amazon_prim
e_Analysis/Amazon_prime/1_rss.png'
                              style='border: none'/></a></noscript>
    <object class='tableauViz' style='display:none;'>
        <param name='host_url' value='https%3A%2F%2Fpublic.tableau.com%2F'/>
        <param name='embed_code_version' value='3'/>
        <param name='site_root' value=''/>
        <param name='name' value='Amazon_prime_Analysis/Amazon_prime'/>
        <param name='tabs' value='no'/>
        <param name='toolbar' value='yes'/>
        <param name='static_image'
value='https://public.tableau.com/static/images/Am/Amazon_pr
ime_Analysis/Amazon_prime/1.png'/>
        <param name='animate_transition' value='yes'/>
        <param name='display_static_image' value='yes'/>
        <param name='display_spinner' value='yes'/>
        <param name='display_overlay' value='yes'/>
        <param name='display_count' value='yes'/>
        <param name='language' value='en-US'/>
    </object>
</div>
<script type='text/javascript'>
```

```
                    var divElement =
document.getElementById('viz1680103552872');                    var vizElement =
divElement.getElementsByTagName('object')[0];                    if (
divElement.offsetWidth > 800 ) {
vizElement.style.width='1200px';vizElement.style.height='727px';} else if (
divElement.offsetWidth > 500 ) {
vizElement.style.width='1200px';vizElement.style.height='727px';} else {
vizElement.style.width='100%';vizElement.style.height='2227px';}
var scriptElement = document.createElement('script');
scriptElement.src = 'https://public.tableau.com/javascripts/api/viz_v1.js';
vizElement.parentNode.insertBefore(scriptElement, vizElement);
</script>
    </section>
</body>
</html>
```

Disney.html:
```
<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="utf-8">
    <title>BestOTT</title>

    <!--  font style-->
    <link
href="https://fonts.googleapis.com/css2?family=Montserrat&family=Ubuntu&display=swap
" rel="stylesheet">
    <link href="https://cdn.jsdelivr.net/npm/bootstrap@5.3.0-
alpha1/dist/css/bootstrap.min.css" rel="stylesheet"
        integrity="sha384-
GLhlTQ8iRABdZLl6O3oVMWSktQOp6b7In1Zl3/Jr59b6EGGoI1aFkw7cmDA6j6gD"
crossorigin="anonymous">

    <!--  BOOTSRAP LINK-->
    <script src="https://cdn.jsdelivr.net/npm/bootstrap@5.3.0-
alpha1/dist/js/bootstrap.bundle.min.js"
        integrity="sha384-
w76AqPfDkMBDXo30jS1Sgez6pr3x5MlQ1ZAGC+nuZB+EYdgRZgiwxhTBTkF7CXvN"
        crossorigin="anonymous"></script>
    <!--  font Awesome-->
    <script src="https://example.com/fontawesome/v6.2.1/js/fontawesome.js" data-
auto-replace-svg="nest"></script>
    <script src="https://example.com/fontawesome/v6.2.1/js/solid.js"></script>
    <script src="https://example.com/fontawesome/v6.2.1/js/brands.js"></script>

    <script src="https://use.fontawesome.com/releases/v6.2.1/js/all.js" data-auto-
replace-svg="nest"></script>

    <link rel="stylesheet" href="css/styles.css">
</head>

<body>

<section id="title">

    <!-- Nav Bar -->
    <div class="container-ott">
        <nav class="navbar navbar-expand-lg navbar-dark">
            <a href="index.html" class="navbar-brand" href="">BestOTT</a>
            <button class="navbar-toggler" type="button" data-toggle="collapse"
data-target="#navbarSupportedContent"
                    aria-controls="navbarSupportedContent" aria-expanded="false"
```

```html
aria-label="Toggle navigation">
                <span class="navbar-toggler-icon"></span>
            </button>
            <div class="collapse navbar-collapse" id="navbarSupportedContent">
                <ul class="navbar-nav ml-auto">
                    <li class="nav-item">
                        <a class="nav-link" href="#footer">About Us</a>
                    </li>

                </ul>
            </div>
        </nav>
        </nav>

        <!-- Title -->
    </div>
</section>
<section id="Disney">
<div class='tableauPlaceholder' id='viz1680104710587' style='position: relative'>
    <noscript><a href='#'><img alt='Disney_Plus_Hotstar_Dashboard '
src='https:&#47;&#47;public.tableau.com&#47;static&#47;images&#47;Di&#47;Disney_plus
_hotstar_Analysis&#47;Disney_Plus_Hotstar_Dashboard&#47;1_rss.png'
                            style='border: none'/></a></noscript>
    <object class='tableauViz' style='display:none;'>
        <param name='host_url' value='https%3A%2F%2Fpublic.tableau.com%2F'/>
        <param name='embed_code_version' value='3'/>
        <param name='site_root' value=''/>
        <param name='name'
value='Disney_plus_hotstar_Analysis&#47;Disney_Plus_Hotstar_Dashboard'/>
        <param name='tabs' value='no'/>
        <param name='toolbar' value='yes'/>
        <param name='static_image'
value='https:&#47;&#47;public.tableau.com&#47;static&#47;images&#47;Di&#47;Disney_pl
us_hotstar_Analysis&#47;Disney_Plus_Hotstar_Dashboard&#47;1.png'/>
        <param name='animate_transition' value='yes'/>
        <param name='display_static_image' value='yes'/>
        <param name='display_spinner' value='yes'/>
        <param name='display_overlay' value='yes'/>
        <param name='display_count' value='yes'/>
        <param name='language' value='en-US'/>
    </object>
</div>
<script type='text/javascript'>
                    var divElement =
document.getElementById('viz1680104710587');                    var vizElement =
divElement.getElementsByTagName('object')[0];                    if (
divElement.offsetWidth > 800 ) {
vizElement.style.width='1200px';vizElement.style.height='727px';} else if (
divElement.offsetWidth > 500 ) {
vizElement.style.width='1200px';vizElement.style.height='727px';} else {
vizElement.style.width='100%';vizElement.style.height='2127px';}
var scriptElement = document.createElement('script');
scriptElement.src = 'https://public.tableau.com/javascripts/api/viz_v1.js';
vizElement.parentNode.insertBefore(scriptElement, vizElement);
</script>
</div>
    </section>
</body>
</html>
```

Style.css:

```css
body{
    font-family: "Montserrat-Dark";
    background-color: #000000
}

h1 h2 h3 h4 h5 h6{
    font-family: "Montserrat-Bold";
    color: #FFFFFF;

}
h1{
    font-size: 3rem;
    line-height: 1.5;
    color: #FFFFFF;
}
h2{
    font-size: 3rem;
    line-height:1.5;
    color: #FFFFFF;
}
h3{
     color: #FFFFFF;
}
p{
    color: #FFFFFF;;
}

#title{
    background-color: #000000;
    color: #fff;
}

.container-fluid{
    padding:3% 15% 7%;

}

.container-ott{
    padding:1% 10% ;
    background-color: #000000
}

/*navigation bar*/
.navbar{
    padding: 0 0 4.5rem;
}
.tableauPlaceholder{
/*padding: 0 0 4.5rem 0;*/
}
.navbar-brand{
    font-family: "Ubuntu";
    font-size: 2.5rem;
    font-weight: bold;

}

.nav-item{
    padding: 0 18px;
}


}
.nav-link{
```

```css
    font-sie: 1.2rem;
    font-family:"Montserrat-Light"
}

.download-button{
    margin: 5% 3% 5% 0;
}

/*Title*/

.title-image{
    width:30%;
    height:60%;
    /*transform: rotate(25deg);*/
    position:absolute;
    right:10%;
    top:5%
}

/*features*/

#features{
    padding:7% 15%;
    background-color:#000000;
    position:relative;
}

.feature-box{
    text-align: center;
    padding:5%;
}

.icon{
    width:70%;
    margin:10px 10px 40px;
}

.icon:hover{
    color:#ff4c68;
}

/*testimonials*/

#testimonials{
    padding:10% 18%;

    text-align:center;
    background-color:#000000;
    color:#fff;

}
/*TableuDashboard*/

#Netflix{
    padding:3%;
    text-align:center;
    background-color:#ff0000;
    color:#fff;
}
#Amazon{
    padding:3%;
    text-align:center;
    background-color:#FFFF00;
    color:#fff;
}
```

```css
#Disney{
    padding:3%;
        text-align:center;
        background-color:#00FF00;
        color:#fff;
}
.testimonials-image{
    width: 10%;
    border-radius:100%;
    margin:20px;

}
.carousel-item{
    padding:6% 18%;
}
/*press*/

#press{
    background-color:#ef8172;
    text-align: center;
    padding-bottom: 3%;
}

.press-logo{
    width:15%;
    margin:20px 20px 50px;
}

/*analyse*/
#analyse{
    background-color:#000000;
    padding: 100px;
    text-align:center;
}

.analyse-column{
    padding: 3% 2%;
}
.card-header{
    background-color:#000000
}
@media (max-width:992px){

    #title{
        text-align:center;
    }
    .title-image{
    position:static;
    width:50%;
    transform:rotate(0);
    }
}

/*call to act*/
#cta{
    padding:30px;
    background-color: #ff4c68;
    color: #fff;
    text-align:center;
    font-family: "Montserrat-Bold"
}

/*footer*/

#footer{
```

39

```
    padding:7% 15% ;
    text-align:center;
}
.social-icons{
    margin:20px 10px;
}
```

Conclusion

As these platforms are coming up with new ways to standout among competitors by presenting original content, it is evident that more customers are being lost in deciding which platform would be suitable for their use.Moreover, most of the available recommendation systemsare focused on suggesting the content but not the platforms that hold and provide those contents.To ease the choice dilemma, our study aims to present a guideline for choosing the appropriate OTT platform thatfits one's personal preferences.analyse different OTT platforms and provide useful information for people not able to decide which platformfits them best.In recent years, the advent of various OTT platforms has introduced a novel issue: the difficulty in choosing whichOTT platform to subscribe to. As these platforms are coming up with new ways to stand out among competitors by presenting original content, it is evident that more customers are being lost in deciding which platform would be suitable for their use.Moreover, most of the available recommendation systems are focused on suggesting the content but not the platforms that hold and provide those contents. To ease the choice dilemma, our study aims to present a guidelinefor choosing the appropriate OTT platform that fits one's personal preferences.

REFERENCES

- https://www2.deloitte.com/us/en/insights/industry/technology/digital-media-trends-consumption-habits-survey.html?gclid=CjwKCAjw__ihBhADEiwAXEazJt6wmTLYLVVYSKs0kTLb7HMvsxCYI8s4KlvG4CyyEluaX7DwFN8XBBoCBKkQAvD_BwE

- https://selectra.in/ott/compare/top-12-ott-platforms
- https://www.grabon.in/indulge/featured/most-popular-ott-platforms-in-india/

Plagiarism report

price. There's always something new to discover, and new TV shows and movies are added every

week!

Disney+ Hotstar (also known as Hotstar) is an Indian subscription video on-demand over-the-top

streaming service owned by

Novi Digital Entertainment of Disney Star and operated by Disney Entertainment,

both divisions of The Walt Disney Company,

featuring domestic Indian film, television and sport content for India itself and its worldwide

diaspora.

It also includes imported content and serves Southeast Asia as well.

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