1 INTRODUCTION

1.1 OVERVIEW

An over-the-top (OTT) media service is a media service offered directly to viewers via the Internet. OTT bypasses cable, broadcast, and satellite television platforms, the types of companies that traditionally act as controllers or distributors of such conten It has also been used to describe no-carrier cellphones, where all communications are charged as data, avoiding monopolistic competition, or apps for phones that transmit data in this manner, including both those that replace other call methods and those that update software.

The term is most synonymous with subscription-based video-on-demand (SVoD) services that offer access to film and television content (including existing series acquired from other producers, as well as original content produced specifically for the service).

OTT also encompasses a wave of "skinny" television services that offer access to live streams of linear specialty channels, similar to a traditional satellite or cable TV provider, but streamed over the public Internet, rather than a closed, private network with proprietary equipment such as set-top boxes.

Over-the-top services are typically accessed via websites on personal computers, as well as via apps on mobile devices (such as smartphones and tablets), digital media players (including video game consoles), or televisions with integrated Smart TV platforms.

1.2 PURPOSE

In recent years, the advent of various OTT platforms has introduced a novel issue: the difficulty in choosing which OTT platform to subscribe to. Netflix, Amazon Prime, and Disney+ are some of the many OTT services that are well-known to the public, but the number of services is growing as localized OTT platforms like Watcha (South Korea) and Voot (India) are joining the line.

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 guideline for choosing the appropriate OTT platform that fits one’s personal preferences. Therefore, it is the right time to analyze different OTT platforms and provide useful information for people who are not able to decide which platform fits them best.

2 LITERATURE SURVEY

2.1 EXISTING PROBLEM

Although the growth of over-the-top (OTT) is nothing to shake a stick at, it pales in comparison with the amount of viewership garnered by broadcast television. In fact, according to Nielsen, it's a 5-to-1 consumption ratio: For every single hour of OTT viewed each day, the average consumer also views 5 hours of broadcast television. And with all the revenue tied up in broadcast, it's no wonder that OTT services are hemorrhaging money as they try to grow their subscriber bases.

So, why is this the case? Why haven't more people cut the cord and started to use OTT services (like PlayStation Vue, DirecTV Now, Sling TV, Hulu, YouTube TV, etc.) to get their content? Let's face it, the value proposition of OTT far exceeds that of regular TV. Anytime, anywhere access. Multidevice consumption. Cloud-based DVR and replay features. Personalized content discovery. The list goes on and on.

I began to think that these four pillars represent the fundamental challenges facing the adoption of OTT as a whole.

1. The first, awareness, is obvious.

2. The second is usability.

3. The third challenge is relevance.

4. Finally, there's quality. In order for OTT services to truly rival broadcast television, they must "just work." Consumers want the same, consistent experience they get from linear broadcast TV in their OTT services. No buffer. No jitter. No artifacting.

2.2 PROPOSED SOLUTION

Description:

As we are a team , discussed about the OTT platforms. To develop more in global market first we need to how it works.

Then knowing what are the languages are used in front-end and back-end.

The way of expanding these ott platforms in global networks can be done by increasing internet speed in village areas as they commencing less speed than a city, by giving free trial for a short term.

NOVELTY:

With the ubiquity of smart TVs and streaming devices and the rise of cord-cutters, advertisers are changing their approach to reach younger viewers, embracing Over-The-Top (OTT) platforms like Hulu and YouTube as the best way to reach this demographic.

For those just catching up: OTT is a term for services which deliver online video without requiring you to watch a television channel. Though these platforms and streaming players like Roku and Google's Chromecast line have been on the market—and taking up market share—for years, advertising on OTT platforms is still a relative novelty.

BUSSINESS / SOCIAL IMPACT:

A few decades ago, every Sunday, family and friends would gather to watch programmes such as Mahabharata and evening movies. All that has now undergone a sea change. Technology has disrupted this pattern and along with it the culture of watching together. Viewers, now have the liberty to choose and watch from a plethora of genres from several different OTT platforms and that too at one's own convenience. It is no surprise then that the OTT media has grown by 30% in the number of paid subscribers from 22.2 million to 29.0 million between March and July 2020.

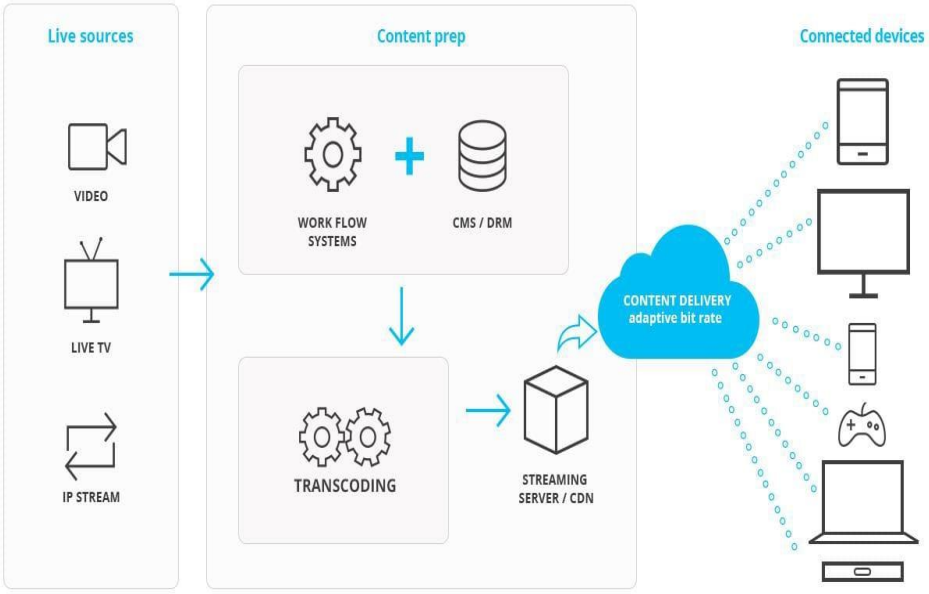
The established players such as Netflix, Amazon Prime Video and Disney+ are facing stiff competition. A large number of other OTT players are set to disrupt and diversify the market with their innovations and contents. Also, the flourishing and growing multi-crore industry seems to be challenging the very survival of cinema halls and traditional media platforms such as cable or satellite television

TECHNOLOGY ARCHITECTURE:

The OTT tech stack can be incorporates multiple programming languages, including Java, JavaScript, Python, Kotlin, and Swift. Netflix's scalability and security are the results of its use of Python. Kotlin comes in handy with other programming languages by granting necessary tooling support.

3 THEORITICAL ANALYSIS

3.1 BLOCK DIAGRAM



3.2 Hardware / Software designing

Hardware requirements:

1.pc with minimum of 4gb ram.

Software requirements:

1.ibm cognos analytics

2.watson studio

3.github

4.zoho writer

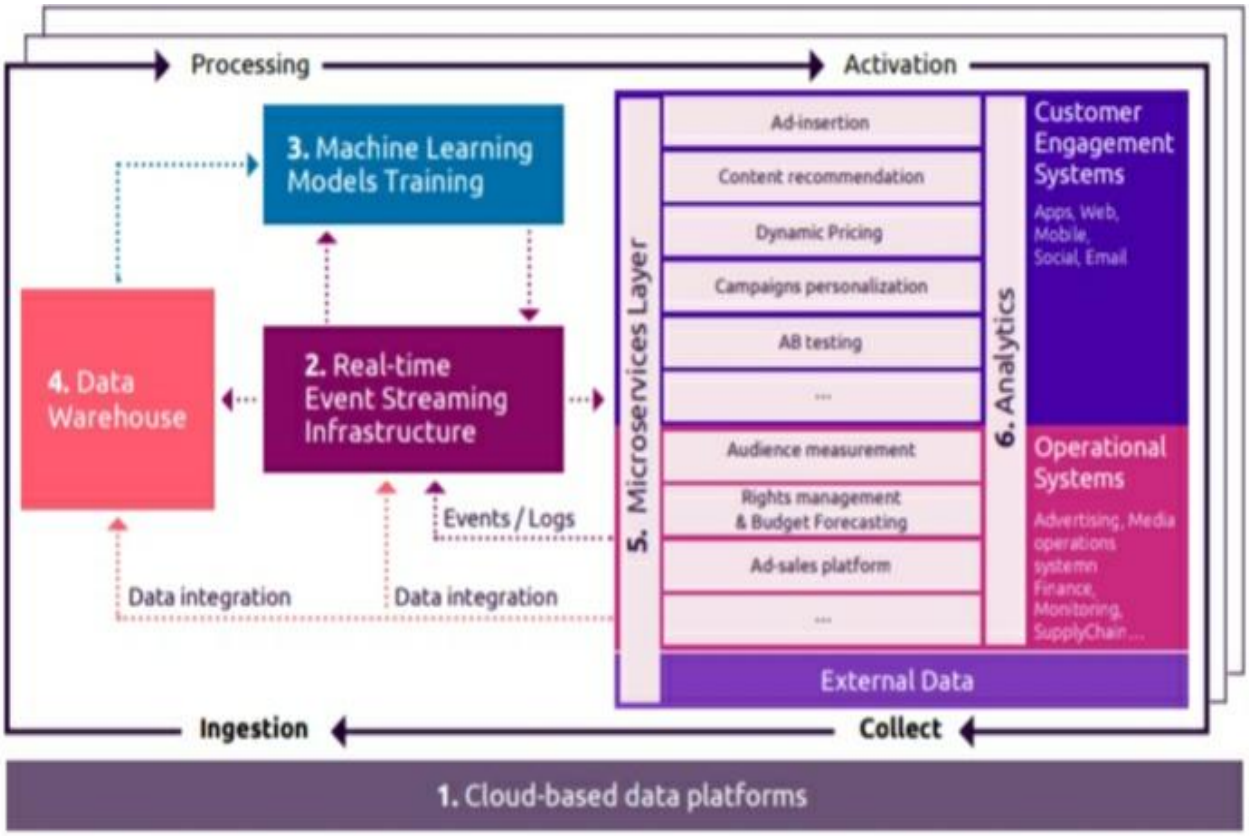
4 EXPERIMENTAL INVESTIGATIONS

1. how to analyze the project?

2. Discussed then decided to conduct voting among social medias…

3. How to collaborate with the teams in cognos?

5 FLOW CHART



6 RESULT

First are counducted among social medias in which comparatively three ott platforms has been given more votes. They are netflix, disney+ , amazon prime.

These three platforms undergoes to investigations. All the three datasets are collected and uploaded in a powerful data analytocs tool called ibm cognos analytics.

There i have created many explorations with many graphs like legacy maps, pie,etc..

By doing all these researches i have created a dashboard. Finally i got a major outcome as NETFLIX.

SNAPSHOT:

7 ADVANTAGES & DISADVANTAGES

ADVANTAGES:

1. Got perfect datsets.
2. No problem while collaborating
3. Exvellent features in cognos
4. Project finished nearly as in proposed solution.

DISADVANTAGES:

1) datasets for some other ott is not clear.

2) some minor changes have done which is not in proposed solution.

3) OTT platforms face a major challenge sharing data with their programming partners to allow data-driven advertising in a privacy-compliant manner. Trust is a key component when developing brand loyalty as a scalable offering and the best way to win trust is to make sure consumer privacy protections are in place between OTT platforms, content companies and advertisers.

4) OTT platforms need a cloud data platform that can let them easily turn the dial up on privacy, but still allow for the transparent data access and sharing necessary to build audiences and measure campaigns. Snowflake has built in all the controls and capabilities that deliver orchestrated privacy and security, without impacting performance or scale"

8 APPLICATIONS

Last two year data had taken and investigated in cognos. And this can be mainly implemented through india...

9 CONCLUSION

I have created many explorations with many graphs like legacy maps, pie,etc..

By doing all these researches i have created a dashboard. Finally i got a major outcome as NETFLIX.

10 FUTURE SCOPE

1. Clearly define a unique content strategy.

2. Build toward maximum business model agility.

3. Design a distribution roadmap across platforms and screen sizes.

4. Adapt TV marketing tactics to find, nurture, and build your OTT audience.

5. Design, launch and refine your video offering and technology solution in a single, iterative effort.

11 BIBILOGRAPHY

References:

https://en.m.wikipedia.org/wiki/Over-the-top_media_service

https://www.streamingmedia.com/Articles/Editorial/Featured-Articles/The-Four-Problems-Facing-OTT-Services-and-How-to-Solve-Them-121401.aspx?CategoryID=425

Capgemini pdf about ott.