Database for an OTT platform

Objective:

Design and implement a database for an OTT (Over the top) platform which stores a wide variety of data about various web series, actors, production houses, advertisements, subscription details etc. which can be useful to various categories of users. The database also stores information regarding advertisements like their running time, running frequency etc. This database is aimed to provide a wide variety of details filtered by a wide variety of search criteria for the users, advertisers, production houses and also the owner of the database.

Project Scope Description:

OTT(Over the top) is a booming industry which provides a wide variety of content to its subscribers over the internet. This platform provides content directly to the viewers without using conventional broadcasting mediums. The viewers can access the content through a large variety of personally owned devices such as mobile phones, Televisions, etc.

This database can be used for a website or an app or both for an OTT platform. The database allows general users to search web series according to various criteria like genre, language etc. and also based on their personal preferences. They can also search for information about actors, production houses etc.

The users need to register on the platform to avail of the services. During registration, they need to provide personal details like name, age, gender, preferences regarding genre, language etc. After successful registration, they get a unique ID and login credentials. There are some mandatory and optional fields in the registration form.

Customers can give ratings and feedback for various services offered by the platform and also for the content aired on the platform. These ratings and feedback are of great utility to the owner of the database, the production houses and also to the advertisers. These ratings and feedback along with the view count of various web series can help generate vital statistics which can be used by the owner of the platform, the production houses and the advertisers in decision-making and planning.

The production houses need to provide a wide variety of information regarding their web series which may include genre, language, cast, category (as certified by the sensor board), release date, description of the web series etc. This information is open to the public and can be used by users to select the content of their choice based on their preferences. There are many mandatory and optional fields for the data regarding the web series.

The users can subscribe to a variety of subscription packs for durations of their choice. There are always specific services associated with various subscriptions. The customers need to choose the duration of their subscription from a fixed set of values. Customers can always change their subscriptions as and when needed. The platform also provides rental services for web series using which a user can rent a web series for a certain duration for a fixed amount of money.

The database also maintains a record of advertisements, their running time, frequency, the price for being aired etc. This is useful for both the owner of the platform and the potential businesses that may advertise their products or services on the platform.

A possible list of reports (queries) which can be generated by the database

For users:
1. Search for web series based on various filtering criteria such as genre, language, region, actors, production house, category, and ratings by other users.
2. Get details about different subscription plans available to them and the provided services.
3. Get details regarding different production houses, actors etc.
4. Get personalized suggestions based on their registration data.

For Production Houses:
1. Generate a detailed analysis report of region-wise, category-wise, age-group wise and genre-wise viewers' preferences based on various parameters.
2. Get the details regarding ratings of different running web series, actors etc.
3. Get an analysis of current and expected profits and losses.
4. Get the viewer count for a particular web series.

For Advertising Firms:
1. Generate detailed reports of viewer count and popularity of various web series.
2. Get details regarding their running advertisements.
3. Get expected advertising costs based on duration, type of advertisement etc.
4. Generate age-wise and region-wise statistics of different web series.

For the Owner/Administrator of the platform:
1. Generate age-group-wise, region-wise, category-wise and genre-wise popularity statistics of various web series.
2. Generate user satisfaction reports that may be regarding different services provided on the platform.
3. Generate current, past and expected future revenue statistics for the platform.
4. Generate weekly or monthly reports of different web series and find the most popular series on the platform.
5. Get the view count of a particular web series.
6. Subscription-wise statistics that may help evaluate the popularity of a subscription plan.