To integrate video streaming services and enable on-demand playback, you can consider using platforms like YouTube, Vimeo, or custom solutions. Here's a high-level overview of the steps:

1. Choose a Video Streaming Service:

   - Select a video streaming service that suits your project's requirements. YouTube and Vimeo are popular choices for on-demand playback, or you can opt for custom solutions using services like Amazon Web Services (AWS) or IBM Cloud Video Streaming.

2. Set Up Accounts and APIs:

   - Create accounts and obtain necessary API keys or credentials for the chosen video streaming service. Follow their documentation for integration.

3. Develop the Frontend:

   - Implement a user interface for video playback on your platform. You can use HTML, CSS, and JavaScript to create a video player or utilize SDKs provided by the selected streaming service.

4. Backend Integration:

   - Develop the backend to handle user requests for video playback. This includes managing video metadata, access control, and integrating with the chosen streaming service's API.

5. User Upload Functionality:

   - Create a feature that allows users to upload their movies and videos. This can involve file upload forms, cloud storage integration (e.g., AWS S3), and database management to store video information.

6. Integration with IBM Cloud Video Streaming (Optional):

   - If you specifically want to integrate IBM Cloud Video Streaming, follow IBM's documentation for setting up your account and services. Integrate their APIs into your platform to ensure smooth and high-quality video playback.

7. Security and Access Control:

   - Implement access control mechanisms to restrict video access to authorized users. Ensure that user-uploaded content adheres to your platform's policies.

8. Testing and Quality Assurance:

  - Thoroughly test your platform to ensure video playback, upload, and streaming work as expected. Pay attention to video quality, buffering, and user experience.

9. Scalability and Performance:

  - Plan for scalability as your platform grows. Optimize your infrastructure to handle increased user traffic and video content.

10. User Experience:

   - Continuously monitor and improve the user experience, taking feedback into account.

Remember to consult the documentation of your chosen video streaming service and IBM Cloud Video Streaming for detailed instructions on their integration and use their resources to ensure optimal performance and quality.